



PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLXIII, No. 4

NEW YORK, APRIL 27, 1933

10c A COPY

IT'S TIME TO
change to crispness

"THIS is the season when everybody is tired of heavy foods. You welcome the return of the birds, the grass and the early flowers of summer. Just the thought of something crisp and fresh makes you hungry.

"So, change to crispness. Let Kellogg's Corn Flakes—crisp and tempting—bring a refreshing touch to breakfast."

The above, quoted from the new Kellogg copy, is the theme being sounded from coast to coast as the big advertising batteries of the Kellogg Company swing into spring manoeuvres. Newspapers, magazines, radio, bill-posting—all are trained upon this one objective.

Co-ordinated planning, direction and execution have long been a fundamental policy behind the campaigns of the Kellogg Company. Add to this the perfectly orchestrated sales and advertising organization of the client, and you have one of the most successful selling formulas of the past few years.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



Beer Brings Millions to Milwaukee

MILWAUKEE breweries delivered \$3,000,000 worth of beer in the first two weeks of business—but can't begin to fill all orders.

Millions in new business is also flowing to bottling machinery plants; malting plants; carton, case, coop-
erage and refrigeration concerns; railroads, and others.

Breweries and allied trades have added approximately 6,000 employes to Milwaukee payrolls.

Dun & Bradstreet report Milwaukee leading the parade in trade gains! Retail sales are showing improvement!

Get a maximum share of the new business here at one low advertising cost by using The Journal exclusively.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXIII

NEW YORK, APRIL 27, 1933

No. 4

Consumer Confidence: A Neglected Asset in Selling

How Salesmen in These Days of Rapid Change Can and Should Use What Advertising Creates

THE following rough notes were used by Mr. Eyles in talking to a group of salesmen. In sending them to PRINTERS' INK he modestly suggested that there might be "one or two phrases which you could use." Mr. Eyles offered to rewrite the material "so that it is not as disjointed as my notes for speaking," but his notes tell the story clearly and concisely. There is material here that can hardly help being helpful—and even inspirational—to salesmen in the big job they will have to do from now on.

By Charles H. Eyles

President, Richard A. Foley Advertising Agency

Place: Maryland Sales Representatives' Association, Baltimore, Md.

Subject: How National Consumer Confidence Benefits Local Sales Representatives.

Introduction: Feel perfectly at home—and properly so.

Advertising man *should* sit down at the same table with salesmen.

Great deal in common.

Both working same side of the street—in the sunshine of sales making.

Understand many here who represent famous American trademarks—hence my use of term *national* consumer confidence.

Applies just as well to *local* consumer confidence.

1. What Is National Consumer Confidence?

State of mind favorable to a product—or a service—brought about through long-time use—belief in the product's quality, value and utility—created, stimulated and maintained by advertising.

In plain consumer's language—

"I use (or know) this product—I have faith in it—I need it. *I'll buy it.*"

National consumer confidence is the broad, direct path that leads to your goal—*sales*.

Although labeled "national" it is only that because it is the *sum total* of local consumer confidence.

It is what Mrs. Witherspoon in this house—Miss Murphy in that house—Mr. Jones on the next street—*think about things*. It is individual—it is family—it is neighborhood—it is city—State and nation.

If it doesn't exist for a product, there is no sales volume.

If it doesn't function for a nation, there is depression, bankruptcy, chaos.

Consumer confidence is not easy to win. It is hard to kill—yet may be lost almost over night if it is abused or if you violate it.

2. What Are Local Sales Representatives—and Why?

On the master sales chart in some headquarters office, you may only represent a red pin—or a blue

one—or perchance a black one.

To place you geographically that may be O.K. but you are so much more than that.

You carry a great responsibility.

You are the custodian of brand good-will—the trustees for national consumer confidence—here in Baltimore—or Maryland.

In your distribution mind—on



Charles H. Eyles

the tip of your selling tongue—at the end of your order-writing fingers—you *control local sales volume*.

You influence the “ups” or the “downs” in the sales line—you make the ink red or black.

It's your job to create and maintain distribution—to educate and energize sales outlets—to transform consumer confidence into *cold cash*.

All very good you say—but what of it?

First let's see *how national consumer confidence benefits you*—then we'll tackle the job of determining *how you can benefit national consumer confidence*.

3. Benefits of National Consumer Confidence.

You'll admit that representing a product enjoying national—or local—consumer confidence gives you *trade prestige*—puts a foot in the retailer's door for you—or passes

you into the buyer's *sanctum sanctorum*.

But more, it places on your side *the will to buy* of hundreds, or thousands, or millions, of consumers.

To be specific:

Am not selling any one form of advertising, but to point my remarks let's take the April issue of *Ladies' Home Journal*.

In it, *national consumer confidence* is being built for such products as:

Wesson Oil
Colgate-Palmolive-Peet
Scott Paper
Standard Brands
Procter & Gamble
Campbell's soup
Pet Milk
Kraft-Phenix Cheese
French's Certified Mustard

and many others.

This force is being exerted in 23,000 homes in the city of Baltimore—representing about 90,000 customers.

Same could be applied to other magazines—to radio—chain and local—to newspapers.

I have used magazines as one example. Some sales representatives must rely on that solely. Others have it—plus local advertising—especially newspapers.

National advertising needs no endorsement from me—it stands on its own feet in bringing the benefits of consumer confidence to local sales representatives.

So much the better if focused locally by local advertising. I believe in it—use it—value it highly. Those of you having it are especially fortunate.

But the woman who reads the magazine advertisement—or listens to the radio program—or reads the message in the newspaper—is the same woman—thinking with the same mind—worrying about the same household or personal problem.

Above all—she is your selling background—your justification for keeping your product out in front—your inspiration to increase sales.

Multiplied into a great army she is on—and at—your side when you

Retail Sales in Rhode Island

18.5% Above Average

—in 1932!

We are indebted to "Sales Management" for the most recent confirmation of present sales advantage in the Providence market. According to their annual estimate of spendable money income and retail sales (April 10, 1933):

1932 Retail Sales in Rhode Island . . . \$190,030,000
 Retail Sales, Providence Market . . . \$237,000,000
 R. I. per capita Sales 18.5% above national average
 Per capita Income . . . 12.5% above national average
 Automobiles over \$1000 . . . 6.6 per 100 population
 . . 29.4% above national average

Rhode Island is among the first ten states in per capita income and sales. Providence is listed among the first twenty-five cities in total spendable income, retail sales and passenger car registrations.

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Boston - New York - Chicago

Representatives

R. J. BIDWELL CO.

San Francisco - Los Angeles - Seattle

call on chain-store buyer, jobber, retailer.

Through the expression of her consumer confidence she influences your buyer before you call—and remains after you have gone to remind the buyer that she knows—and *wants*—your product.

You benefit also because this consumer confidence is pledged to quality—and will always be.

I'll admit that the flood of inferior-quality products—the vicious price cutting and cheap goods at cheap prices—have tempted millions of consumers. It was—and still is to a lesser extent—one of the evils of our depression.

But the American public is basically quality-minded—never forget that.

And this public is turning again to products and prices that justify and win consumer confidence. Millions never took the detour. Smart, successful manufacturers and advertisers never got off the main road—did not get panic-stricken or become hysterical.

Local sales representatives who do not travel in company with consumer confidence may well wish they had it.

But I wonder if those who do have it really value it—and use it every day—as they should.

4. How Local Sales Representa-

Hardware Publications Merge

Good Hardware, published by the Butterick Business Publications, Inc., and *Hardware Age*, published by the Iron Age Publishing Company, both of New York, will be merged, effective May 1.

Butterick, it is reported, will maintain an interest in the combined publication, but activities which have been carried on by its hardware division will be merged with the activities of the Iron Age company.

New Account to B. B. D. & O.

The White Star Refining Company, Detroit, has appointed Batten, Barton, Durstine & Osborn, Inc., to handle its advertising account.

Made Paris & Peart Partner

John H. Rehm, for six years with the advertising agency of Paris & Peart, New York, as an account executive, has become a partner in that agency.

tives Can Benefit by National Consumer Confidence.

Primarily by understanding it, valuing it, and applying it.

Be selfish. Get all you can out of it, for your own advancement.

So many representatives of advertised products take the advertising for granted—the old idea “Yes, it pays to advertise.”

But that's not enough.

You can lend a hand by soaking yourself—and your men—in it.

Find out exactly how much of it is working for you here in your own territory.

Be, in the flesh, what the advertisement is in paper and ink—or over the radio.

Be a walking, talking exponent of consumer confidence.

Be militant—without being obnoxious.

Then look your product right in the face—turn it upside down—inside and out.

Ask yourself “Why do consumers believe in it?”

If you look long enough—think hard enough—you'll find more sales inspiration in your product than you ever knew it possessed.

Do the same thing with every bit of confidence-building advertising your firm puts out.

After all, it's *your* advertising—and you help to pay the bill.

Advanced by Marshall Field

Harrison P. Shedd has been appointed general manager of Marshall Field & Company, wholesale, Chicago. He was previously in charge of manufacturing activities.

Grant S. Mears, one time advertising manager and, more recently, in charge of a group of stores owned by the company, has been made assistant general manager.

W. G. Burt has been appointed merchandise manager.

Gets Molle Advertising

The Cummmer Products Company, Bedford, Ohio, has appointed the Stack-Goble Advertising Agency, Chicago, to handle the advertising of The Molle Company, shaving cream.

Returns to Esterling

Casper T. Schneider has returned to the sales organization of the Esterling Printing Company, Detroit. Before leaving two years ago, he had been with this company for twenty-three years.

REGISTER AND TRIBUNE

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REGISTER and TRIBUNE

1933 Circulation
Exceeds 1929!

1933	1929
DAILY - - 234,139	230,069
SUNDAY - 208,122	177,754

*All figures represent A. B. C.
six month daily net average*

GAIN SINCE 1929
DAILY - 4,070
SUNDAY 30,368

The DES MOINES REGISTER and TRIBUNE

Depression Years yet 44% Greater Sales

For the three depression years—1930, 1931, 1932—dollar sales of Jergens Lotion exceeded by 44% the sales for the three prosperity years—1927, 1928, 1929. Peak sales in 1932 followed ten years of rapid growth in a highly competitive field . . . *A client since 1922.*

J. WALTER THOMPSON COMPANY
ADVERTISING



This Contest Sells the Salesman

Popularity Idea One Feature of Standard of Indiana's Large Campaign

A CONTEST in which the consumer gets no prizes is one of several unusual features of the spring and summer advertising program of the Standard Oil Company (Indiana). The program as a whole, incidentally, is one of the largest the company has ever engaged in and consists of a series of campaigns, each complete in itself but tying in with all the others. It includes the use of 1,606 newspapers in 1,468 cities and towns in the thirteen States in which the company operates.

A major objective of the company's merchandising program this year is to sell intensively the efficient, courteous service offered at Standard Oil's retail outlets. This is where the prize-less, so far as the consumer is concerned, contest comes in. It is a popularity voting affair in which the public in each of the cities where the contests are being staged is invited to participate in the election of the best service station attendant in that particular community. The service men get the prizes, which are rewards of cash money to the three leaders in each city.

There are several considerations behind this contest idea.

In the first place, it stimulates interest on the part of customers, who may be influenced to drive in to a service station in order to cast a vote for an attendant who has served them well in the past or may perhaps be a personal friend.

Secondly, it is an out-of-the-ordinary and dramatic manner of calling attention to the fact that high standards of service are maintained at the stations.

And last, but by no means least, the contests and the accompanying advertising serve to key the salesmen to better effort in the way of providing service, to mark up the

ANNOUNCING A CONTEST (in which you get no prizes)

Help us find the best Standard Serviceman in Chicago

Vote for him by Name on Card

What is your vote for him? Have a service station in your neighborhood? Then vote for the best Standard Serviceman in your neighborhood. The Standard Oil Company is holding a contest to find the best Standard Serviceman in your neighborhood. The contest is open to all Standard Servicemen in your neighborhood. The contest is open to all Standard Servicemen in your neighborhood. The contest is open to all Standard Servicemen in your neighborhood.

Standard Oil Company
Chicago, Illinois

VOTE IN THIS CONTEST

Standard Oil Company
Chicago, Illinois

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STANDARD OIL SERVICE

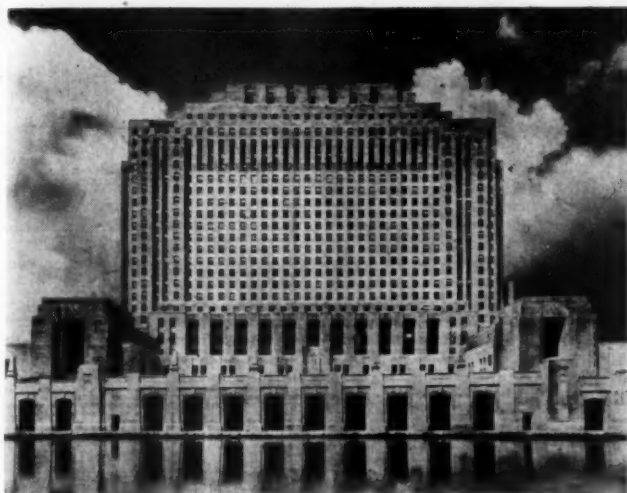
ALSO DISTRIBUTORS OF VITAL FLUIDS AND OILS

A newspaper announcement of the "best Standard Serviceman" contest

quality which the advertising is talking about.

The voting in the contest is handled by means of cards which are distributed at the stations. These provide blanks for rating according to courtesy, promptness, efficiency and knowledge of products. The attendant does not know how each customer rates him, since the card is sent in to the company's headquarters by the voter, postage provided by Standard. The contest runs for two weeks and at the end of this period the cards are tabulated and the winners announced in advertisements. The idea was proved out in a test campaign in St. Louis last year.

A second unusual slant employed



THE CHICAGO DAILY NEWS is a pure example of evening journalism at its best . . . Strict in its editorial standards, fearless and fair in its thinking, unowned and unhampered by any class, cult, or clique, it is devoted to the service and to best interests of Chicago and of Chicago alone . . . This Chicago knows, and for these reasons whatever The Chicago Daily News says, Chicago accepts at par . . . And this attitude of confidence, on the part of the Chicago market, toward The Chicago Daily News, reflects itself in the results which advertisers obtain from the use of this newspaper.

THE CHICAGO DAILY NEWS

—Chicago's Great Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

in this year's program is the injection of localized appeal into advertisements featuring the company's products. In place of the customary abstract drawings or unidentified photographs, photographs are used which interpret the sales points discussed in the copy against backgrounds of local streets or nearby highways of the city in which the advertising is run. The local scenes naturally mean greater reader interest for each advertisement. More important, the company feels that claims made for the product and the invitation to try it will prove more effective when presented in terms of conditions and places with which the motorist is familiar than if he is shown distant scenes or race track

views that are entirely outside the average car owner's accustomed experience.

Hundreds of pictures were taken in the principal cities in the company's territory and the illustrations selected to key to the respective locality of the publication of each advertisement.

In addition to newspapers, the Standard Oil advertising is to appear in a more extensive list of trade and class publications than ever before. A farm-paper campaign features the reliability of the Standard Oil agents who call on the farm trade. A series of special direct-mail campaigns, each designed to a special job and geared to the times and territory in which it is used, is also scheduled.

Lennen & Mitchell Add to Staff

Lennen & Mitchell, Inc., New York advertising agency, has added the following executives to its staff: Esther Eaton, and Donald G. Augur, copy department; Arthur Bergh, radio department; Stanley Q. Grady, merchandising department, and Louis G. Menna, an assistant art director.

Miss Eaton was formerly with the J. Walter Thompson Company. Mr. Augur was previously with the Campbell-Ewald Company.

Mr. Bergh until recently was head of the radio department of Young & Rubicam, Inc., and, for nine years, was musical supervisor and director of recordings of the Columbia Phonograph Company. Mr. Grady, at one time director of sales and advertising of the Sun Maid Raisin Growers and with the Dairymen's League in a similar capacity, was more recently with *Pictorial Review*.

Lancashire with Bayless-Kerr

Herbert W. Lancashire has joined The Bayless-Kerr Advertising Agency, Cleveland, as vice-president. He has been engaged in automobile merchandising for many years and his association with Bayless-Kerr is in the capacity of automotive merchandising counsel.

With Lincoln Lithographing

Irwin H. Henoch, recently with the Newman-Rudolph Lithographing Company, Chicago, has joined the Lincoln Lithographing Company, of that city, in a creative sales capacity.

Has Norfolk Paint Account

The Norfolk Paint & Varnish Company, Norfolk Downs, Mass., has appointed Badger and Browning, Inc., Boston, as advertising and merchandising counsel.

Would Limit Advertising of Foreign Products

A bill introduced into the House of Representatives by Joseph W. Martin, Jr., of Massachusetts, would prohibit the advertising of foreign merchandise unless such advertising specifically stated the country in which the articles originated.

All types of advertising would be included, even novelty advertising. With reference to radio advertising, the country of origin would have to be announced both at the beginning and at the close of programs.

Advertisements in print would have to contain, in "legible English words," the required statement, conspicuously placed so that it would not be covered or obscured in any manner.

Appoints McClure & Wilder

The Youngstown Pressed Steel Company, Warren, Ohio, has appointed McClure & Wilder, of that city, to direct its advertising account. The advertising appropriation is being concentrated on the company's Veos steel sinks and lavatories. Direct-mail and business-paper advertising will be used.

W. G. Bryan, a Publisher

The Villager, a weekly newspaper, covering the Washington Square and Greenwich Village sections of New York, has been started by Walter G. Bryan, head of the Walter G. Bryan Organization, specialist in newspaper promotion.

Joins Type Founders

George R. Keller has been appointed manager of the Detroit office of the American Type Founders Company. He was with the Ockford Printing Company, Detroit, for twenty-two years.



BY CARRIER TO THE HOMES OF BALTIMORE

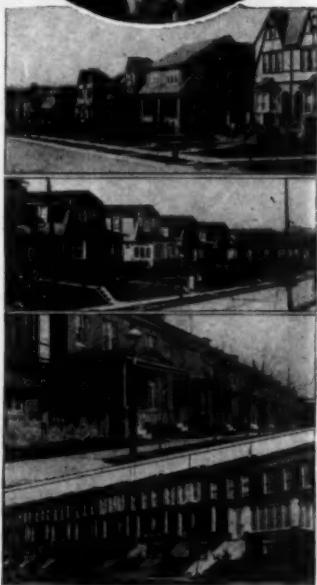
THE SUNPAPERS GO HOME is more than a pleasant-sounding slogan. It is a statement of substantial fact.

The great popularity of Sunpaper Carrier Delivery is attested by the hundreds and hundreds of blocks throughout Baltimore and suburbs where Sunpapers are delivered to every occupied house.

More than 40 of the 141 men who hold Sunpaper route franchises and who give all of their time to this work, have been serving Sunpapers continuously for 10 years or longer.

A few of the many "solid blocks" on the route of George Utermohle are here shown. Carrier Utermohle has been delivering Sunpapers without any let-up since 1919.

Coverage such as this reiterates what most advertisers already know—Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.



THE SUNPAPERS IN MARCH DAILY (M & E) 277,771

**THE
MORNING**



EVENING

**SUN
SUNDAY**

New York: John B. Woodward, Inc. Chicago: Guy S. Osborn, Inc.
Detroit: Joe. R. Scolaro St. Louis: C. A. Cour
Atlanta: Garner & Grant



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When an Entire City is **SOLD** on Something . . .

CONSIDER the phenomenon of this: *one single thing* on which more than 600,000 separate human beings can be entirely *unanimous*. A thing on which over 600,000 men and women . . . different in their tastes, their prejudices, hopes and wants . . . can be entirely *sold*. Such is The New York Journal. Its readers *read* The Journal as *no other group* reads a newspaper. Their unfaltering preference for The Journal . . . year in, year out . . . explains their unparalleled receptivity to advertising which they see in The Journal's pages.

NEW YORK JOURNAL

New York's **BEST READ** Evening Paper

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

The Score in Los Angeles

(First Three Months of 1933)

Department Stores.....Los Angeles Times..FIRST!
 Automotive—Aeronautics..Los Angeles Times..FIRST!
 Shoes and Sundries.....Los Angeles Times..FIRST!
 Hotels—ResortsLos Angeles Times..FIRST!
 Amusements—Theatres...Los Angeles Times..FIRST!
 Real Estate—Promotion...Los Angeles Times..FIRST!
 Books—PublishersLos Angeles Times..FIRST!
 Women's Clothing.....Los Angeles Times..FIRST!
 AgriculturalLos Angeles Times..FIRST!
 TransportationLos Angeles Times..FIRST!
 Shipping—StorageLos Angeles Times..FIRST!
 EducationalLos Angeles Times..FIRST!
 FurnitureLos Angeles Times..FIRST!
 Churches—LecturesLos Angeles Times..FIRST!
 Building—Contractors ...Los Angeles Times..FIRST!
 Office Equipment.....Los Angeles Times..FIRST!
 FinancialLos Angeles Times..FIRST!
 MachineryLos Angeles Times..FIRST!
 Cafés—RestaurantsLos Angeles Times..FIRST!
 Hardware—HeatingLos Angeles Times..FIRST!
 MiscellaneousLos Angeles Times..FIRST!
 ClassifiedLos Angeles Times..FIRST!

The Los Angeles Times with the largest home-delivered circulation in the market, has one of the lowest milline rates in the United States.

Los Angeles Times

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif.

Don't Judge Your Advertising by This Month's Results

By That Policy, Metropolitan Marches On, Its Program Uncurtailed—and
Doesn't Worry about Replies

Data Supplied and Article Approved

By J. E. D. Benedict

Advertising Manager, Metropolitan Life Insurance Company

A FEW months less than eleven years ago, the Metropolitan Life Insurance Company first addressed itself through magazine advertising to the people of America upon the subject of health.

Appropriately, the theme of that first advertisement, which appeared back in August, 1922, was the beginning of life.

From that first advertisement has grown a giant. Today, Metropolitan speaks on health and human welfare through the advertising pages of publications whose circulations total more than 30,000,000. Month after month, year after year, through post-war reconstruction, through "normalcy," through boom, through depression, the company's advertising has gone on, unworried, unimpeded, unchecked, uncurtailed. The avenues of dissemination have broadened to include radio. To the original, eleven-year-old institutional campaign of publication advertising has been added another advertising effort—a direct-business campaign: and it, too, goes marching on.

All to what end? All with what effect?

Broadly, the results are immeasurable. Some of the effects are tangible. They exist in the quite concrete form of "reactions"—of millions of letters from men and women. They exist in the form, specifically, of such responses as a total of 69,000 inquiries to one advertisement, and more than 80,000 to another. They exist in the form of enthusiastic letters from representatives in the field, reporting names and addresses and specific policy-amounts in which specific advertisements have helped, directly, to sell insurance.

Some of the effects are intangible

—and these, by far, are the more significant. No one can estimate to what extent the institutional advertising has improved American health; but no one who tries to visualize the immensity of the audience can deny that the effect has been tremendous. No one can calculate the fiscal benefit that has derived from strengthening the company's own morale; but here too, we are dealing with a force of titanic power, for Metropolitan, largest financial institution in the world, distributes its service through district offices to the number of 800 and field representatives to the number of 25,000.

It is quite literally true that no one can measure, by a yardstick of dollars, the effect of the company's advertising upon the company's volume. But it is also quite literally true—and right significant—that, in the insurance field in recent years its lead has been lengthening.

And finally, among the broad results, the advertising has brought about within the company itself a change of attitude toward advertising principles and purposes. Mostly, it is with that matter of attitude—today, in 1933—that this article is concerned.

Back in 1922, the company went into advertising with less than half belief. There were among the company's executives many who believed, and strenuously, that insurance was non-advertisable. Insurance, they contended, could not be "sold" *en masse* because insurance was too highly individual, too distinctly personal.

Quite definitely, that first advertisement was an experiment.

"Anyway," said the half-converted, "we'll see."

"Indeed," said the skeptic, "we

total of visible returns." The advertisement concerned itself with swimming and life-saving. It was an interesting advertisement. Its subject matter was pleasant. Its concluding copy urged the reader to send for a free copy of a booklet that would tell how to swim correctly and how to save lives. That advertisement brought in 69,000 coupons.

"And this one," the advertiser and the agency said of the second advertisement, "will bring almost no visible returns at all." The copy discussed a subject that isn't often talked about by laymen. Laymen don't discuss it. They dread it. The subject of that second advertisement was rectal cancer. It brought just fourteen reactions—mostly letters from physicians, praising the company for having rendered a public service.

Both the advertiser and the agency knew full well that, returns or no returns, in view of the long-pull purpose of the whole health-and-welfare campaign, the second advertisement was as effective as the first.

Broad-gauged as it is, the advertising is not blind. The institutional campaign encourages an interest—and an active interest—in health; and thus, to the ultimate benefit of a life insurance company, the advertising operates to prolong human life. It encourages thrift; and thus it operates to make available funds that may be invested in insurance. It strengthens economic morale and fosters good citizenship; and thus it operates to promote national prosperity and to enhance social security.

From the wholly prac-

tical point of view, the institutional campaign is helping sales. Every month, there goes out from the home office a circular letter to the field force. Enclosed is a proof of the month's advertisement; and the letter itself is a selling-piece that points out, specifically, how the advertisement may be used in contacts with prospects.

In addition, the company urges the field men to buy copies of magazines carrying the advertisement and to use those copies as selling tools.

The men use them. In an industrial town in Northern Ohio, an "industrial" salesman, covering his "debit"—which is Metropolitanese for a section of a town in which he carries a quota of weekly-payment life insurance—climbs a flight of stairs on the outside of a brick-vener tenement on Kossuth Street and knocks at the door of Mrs. Lajos.

Mrs. Lajos, efficient spouse of a boarding boss, seldom has time to chat with walking gentlemen who carry leather portfolios; and especially is she busy now because over at the steel works, on instruc-

Good Inexpensive Food



Every man today is thankful to see in one place to buy food and to plan meals for all the hungry members of one's family. When it is not plentiful, the problem becomes extremely difficult.

To meet a nation-wide need, national agencies produced a new booklet which shows the various foods that must be included in daily menus in order to have properly balanced meals. It tells how to buy the most for your money—and the best for your money.

Delicious, nourishing food is not necessarily expensive. But it takes thought to plan economical meals which provide pleasure variety from day to day.

With the help of this booklet, you can plan meals which are easy, well-nourished, healthy and simple, but also will please the appetite. You can have the advantage of food experts. They will tell you which foods are at their cheapest—how much, what, what amount of vegetables, fruits, bread and cereals are desirable, and what proportion of meat, eggs, fish, and sugar should be added to the menu.

It has been demonstrated that, both at the store and on most dinner tables, for every dollar of the funds for an average week—twenty-one meals—can be bought at a cost of about three for each member.

In the booklet "Three Meals a Day" are described appealing and nourishing menus for breakfast, lunch and dinner for six members at a cost of only three for three persons. Additional menus are suggested at slightly higher cost. The booklet includes market guides according to the cost of foods in the local market.



☐ I am interested in this booklet and would like to receive it free of charge.
☐ I am interested in this booklet and would like to purchase it for \$0.10.
 Name _____
 Address _____
 City _____ State _____

METROPOLITAN LIFE INSURANCE COMPANY

CHICAGO, ILL. (INCORPORATED IN NEW YORK)

ONE WALL STREET, NEW YORK, N. Y.

The institutional campaign
 has covered many subjects.
 Here is one of the most
 effective pages

tions from Pittsburgh, they've just blown in two more furnaces.

To all walking gentlemen, Mrs. Lajos always says, "No, I don't want it." And right away she always closes the door.

But here is a man who says, "Diphtheria."

Mrs. Lajos knows that word. Even Steve, her husband, whose English vocabulary consists mostly of clipped-off monosyllables acquired inside the steel-works fence—even Steve knows about diphtheria. Over in the Fourth Ward beyond the slag-dump, children are sick. Some have died.

Mrs. Lajos doesn't close the door. She holds it open and says, "Come in."

The man is polite. He is Hungarian, too. He opens a magazine. He shows Mrs. Lajos a whole page of English reading about diphtheria. The man translates it. It says that your babies needn't have diphtheria. In only a minute, a doctor can fix each one. Can Dr. Pitzeli do that? Yes, the man says, take them to Pitzeli.

Mrs. Lajos sighs and smiles. Ah, such wonders! And, after that, when the man talks about life insurance for Steve and for herself and maybe for the children, Mrs. Lajos doesn't say, "No. I don't want it." She listens, attentively, and occasionally she nods her head. . . .

The Work of the "Business" Campaign

There is work, and practical work, too, for the Metropolitan's "business" campaign, for the advertising that seeks, directly, to help the sale of policies.

When this supplementary campaign was launched two years ago, the field men acclaimed it. They approved the thought of segregating it from the institutional copy—of making sure, always that the two kinds of copy would not appear simultaneously in any issue of any publication. They understood that to bring forth the two kinds together would be inconsistent.

Behind the "business" campaign, too, there are broad purposes. Of course, one of the purposes is to

help sell policies by direct appeals to prospects. There are two other general purposes, both more subtle. One of these is to dignify the representative and to gain for him the esteem of the men and women upon whom he calls. The other is to dignify him to himself. No field man, not even the humblest or the newest, not even the weariest-legged climber of outside stairways out beyond the railroad tracks, is a canvasser. He's not a pedler. For all the world to read, and over the signature of his company in the pages of some of the biggest magazines in America, he is a Business Man.

Here, too, important as is the effect, we are dealing with an intangible. No one has yet devised a means to measure morale. No one has yet invented a morale-meter. Here is an advertising return that must be taken on faith alone.

On faith, Metropolitan takes it—and is sure.

Tangible returns? Yes, over the course of years, they have come in huge volume—letters, postcards even telegrams. Literally, by the hundreds of thousands, men and women have written to the company along this line:

"I thank you for your advertisement in ——. Please send me the booklet."

For him who would gather data on the effect of continuity, the Metropolitan's files would produce interesting evidence. For literally hundreds of thousands of men and women have added to their letters this remark:

"I look for your advertising every month."

Advertising? Keep at it, says the Metropolitan. Don't let it cease, or lag!

Replies? Don't overestimate their importance.

And finally, look upon advertising as a component in an integrated mechanism. You may look inside your watch and see therein a wheel, that, to the naked eye, doesn't seem to be moving at all. But block that wheel with the point of your letter-opener—and your watch will stop.

Read Thoroughly

...from headlines to advertising



Read in the homes (4 out of every 5 families in Marion County) . . . by every member of the family . . . by housewives . . . people who believe in it and follow its buying suggestions. This reader-responsiveness and good-will enjoyed by The Indianapolis News is the result of an Editorial policy that accurately reflects the ideals of a progressive people. 97 per cent of The News circulation is delivered directly into the homes of its readers. Knowing these facts, it is easy to understand why The Indianapolis News can sell the Indianapolis Radius for any manufacturer or merchandiser with a good product . . . why The News can do the job, profitably, economically . . . and ALONE.

THE INDIANAPOLIS NEWS

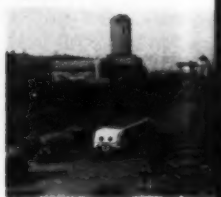
SELLS THE INDIANAPOLIS RADIUS

New York
Dan A. Carroll, 110 East 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.



Stepping Stones to S



With the official opening a month away, the preliminary admissions to a Century Progress Exposition to over a million—a foretaste of the great plus-manifesta to be added to Chicago from June 1 to October

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Chicago Sales Economy

For several years "A Working Manual for Sales Control of the Chicago Market and Other Market Areas" has paved the way for sales executives to maximum sales economy in the Chicago market. As the Manual has smoothed the way to this vital goal for scores of others, it can smooth the way for you . . . A phone call or letter to the nearest Boone office or this newspaper will bring the Boone Man and the Manual to you. Prompt response to any responsible request for further information.

CHICAGO AMERICAN

good newspaper now in its TWELFTH YEAR
circulation leadership in Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION

*If you're
looking for*

BUSINESS ACTIVITY consider **LOUISVILLE**

For the week ended Wednesday, March 22, Louisville's bank clearings, totaling \$20,568,000, were 23.5 per cent above the like week of last year, according to Dun and Bradstreet. Dallas' clearings increased 28.8 per cent, showing the greatest percentage improvement, and Louisville was second best, of all reporting cities.

Bank clearings in Louisville for the week ended Wednesday, March 29, amounting to \$16,046,000, increased 11.1 per cent over the corresponding week of 1932. Minneapolis clearings increased 4.9 per cent. The two cities showed the only increases in clearings over last year, as reported by nineteen leading cities to Dun and Bradstreet.

This consistent high ranking in bank clearings is one of the reasons for Louisville's being classified as one of the most active business centers in the country today



Louisville and its Kentucky and Indiana trading territory, Kentuckiana, can be reached and sold at a single low cost by concentrating in a single medium—

Continuing the recent favorable record, Louisville bank clearings for the week ended Wednesday, April 5, showed the smallest percentage of decline from the like week of 1932 of the twenty leading cities reporting to Dun and Bradstreet. The decline was only 7.5 per cent. No city showed an increase. The nearest approach to Louisville's record was Dallas, with 12.3 per cent. Detroit's clearings were off 88 per cent; Chicago's, down 38.8; Baltimore's, decrease of 37. For all the cities the decline averaged 24 per cent. There was a gain for the week over the previous week.

THE COURIER-JOURNAL **THE LOUISVILLE TIMES**

Major Markets Newspapers, Inc. — Audit Bureau of Circulations
Represented Nationally by the Beckwith Special Agency.

Needed: Return to Sound, Sane Advertising Expenditures

In Which E. T. Gundlach Discusses a PRINTERS' INK Article and Reaches Some Important Conclusions

By E. T. Gundlach

GUNDLACH ADVERTISING COMPANY
CHICAGO

Editor of PRINTERS' INK:

That is, indeed, an illuminative editorial ["Management Looks Ahead"], the article by your associate editor, Roy Dickinson, in your April 20 issue. It is one of several PRINTERS' INK editorials of a very high character published in recent months. They are of decided interest not only to advertising men and advertisers, but to all business men.

Permit me to suggest that whenever you are about to publish some editorial comments of general interest, you mail proofs in advance with a release date one day before the appearance of your publication to the newspapers of the United States.

Many of us today are much more keenly alive to the opinions of others than in the past; I, for one, confess to this. That is one reason, presumably, that PRINTERS' INK is being read more assiduously today than in "boom" times, when everybody attributes his success to his own wisdom.

* * *

The conservative, yet positive, stand that PRINTERS' INK has been taking in favor of the expansion of advertising budgets should also interest the public as a whole.

Certainly the writer cannot be accused of being one of those who has favored the "booming" and "boosting" of every kind of advertising during the past decade on the theory of the mysterious mass-psychology. It was a disease. A reaction was inevitable. Now the reaction has gone altogether too far as witnessed by the absence of advertisers who never checked any results and who, therefore, now "know" that there were none, when others, who have checked their re-

sults and are checking them, know that at this very time much advertising is bringing profits, quite moderately it is true, but profits nevertheless.

Or, among those who are advertising, witness the present flood of penny-chasing coupons on the part of those whose fundamental objective should be a better establishment of the brand name; but who, as doubting Thomases, now use coupons not for their true purpose, but because they simply must see "something doing" when they "advertise."

* * *

What we need is a return to sane, sound expenditures for publicity, not on the wild basis of 1919 and 1929, but courageously and with a forward-looking spirit. That, as I understand it, is the point of the PRINTERS' INK editorial.

As stated above, I am taking the liberty of suggesting that you release your next editorial on this subject to the daily press.

* * *

As for coupons, I see you quote me on a certain point in this same current issue of PRINTERS' INK. The point is that the position of the coupon in an advertisement is a relatively unimportant detail, provided it fits properly into the layout and that the coupon should be fitted into the layout, not the layout into the coupon. There are a few generalizations I would dare to state positively in regard to coupons. This is one of them.

For many years I was unable to trace any distinctions as to positions of coupons. Then in 1919 we happened to have two advertisers using for years and years amounts of from \$50,000 to \$150,000 a month, running copy after tests nearly all pages or half pages with coupons attached. It was impos-

sible always to get a new advertisement set at the moment with the coupon changed around for right and left-hand page.

Curiously, when the right-hand pages appeared with the coupon in the inside corner and left-hand pages with the coupon in the inside corner, we saw no appreciable depreciation of results. So, after a bit, we became careless about it. Hundreds of thousands of dollars' worth of different kinds of advertisements were traced as to results on these two accounts, and afterward on others, but we never could see any distinction at all between the coupon in the outside corner and the coupon on the inside corner.

I still maintain that there must be a difference in favor of the outside coupon; and that, therefore, when conditions conveniently permit, an additional electrotype should be prepared, but, as stated, with all of the other elements entering into the comparisons, no figures could ever be produced to show any difference. No better proof, along with other proofs, has ever been given as to the relative unimportance of the position of the coupon.

I might add that a coupon on the outside top of a full page, whether in a magazine or a newspaper, and presumably, also, in smaller copy of a reasonable size with coupon at the top outside column, seems to have pulled a decidedly larger number of inquiries; but this means that the advertisement must be laid out entirely with reference to the appeal for the sample, booklet or whatnot that is to be sent in response to the coupon.

As far as I have been able to judge, it seems to give an over-emphasis on the offer that is intended to follow the presentation of the sales talk to genuine prospects. Therefore, even in mail-order copy, we abandoned it; and there is still better reason for avoiding such layouts where the inquiry appeal is more incidental.

* * *

There is another point on the question of position of coupons, one on which PRINTERS' INK could earn the undying gratitude of all

publishers if you would make the point, and then make it about ten times more until it sinks in—if, indeed, it can ever sink in. That is the fact that one coupon backing up against another coupon is a totally trivial point.

Make-up men for magazines and for newspapers have to tear their hair every month, especially now with the increase in coupons, to avoid this terrible "mistake." We have had many, many coupons which happened to back up against a coupon on the opposite page and have never seen a depreciation of results that was traceable.

In fact, the arithmetic of it is quite clear: Assume an advertisement costing \$3,000 in a circulation of 1,000,000, and the cost per coupon of 10 cents, which is sensationally low. In that case, out of a million readers, the advertiser with his coupon on the page opposite would have lost, assuming all the other advertiser's replies came on the coupons, 30,000 of the readers, or a total of 3 per cent.

This omits hair-splitting distinctions as to the total number of readers out of a total circulation and the exact time of the circulation of one copy among readers where the coupon is clipped. This 3 per cent is an item, but a relatively very unimportant item. Much more than 3 per cent extra circulation is commonly given by publishers, and there are other factors as to the position of an advertisement incomparably more important.

Furthermore, if we consider a normal coupon costing, perhaps, \$1 on a quarter page instead of a page, the advertiser with his coupon on the opposite page suffers the terrible loss of a fraction represented by .00075 of the total circulation.

Coupons costing several dollars, commonly used by advertisers of 100 lines or so on which a great fuss is made when one appears backing up against somebody's page coupon, suffer a loss of approximately .00014, and because of this .00014 the make-up man for each issue is expected to work a jig-saw puzzle.

E. T. GUNDLACH,
President.

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Missionaries Will Not Compete with U. S. Printers

Baptist Board Disciplines Shin-Sei-Sha for Thus Trying to Finance Advertising of Religion to Japanese

IT seems that a missionary effort to promulgate Christianity among the Japanese by means of newspaper advertising was behind the plan of the Shin-Sei-Sha (Japan Baptist Publishing Bureau) to compete with the United States printers and paper manufacturers, as was related in last week's PRINTERS' INK.

In that issue there was reproduced a letter to American buyers of printing, signed by Rev. J. S. Kennard, secretary of Shin-Sei-Sha, stressing the economies that could be had by buying printing in Japan—one reason being the elasticity of the yen which can be manipulated up or down to cover almost any commercial contingency.

But the offer has been withdrawn.

Randolph L. Howard, associate secretary of the American Baptist Foreign Missionary Society, New York, informs PRINTERS' INK that Dr. Kennard's action was taken wholly "on his own responsibility and without our authorization or knowledge," and also that "we wholly disapprove of his procedure in the matter."

Dr. Kennard, an authorized Baptist missionary, is in charge of the Society's work in Japan known as "newspaper evangelism." Fluent in writing and speaking Japanese, he carries on what might be termed a regular merchandising campaign. He receives inquiries to his advertised presentations about religion and follows them up as any other

good advertiser would do. He finds that the Japanese, highly literate and voracious readers of newspapers, can be reached effectively through advertising.

"Without thinking the thing through," Mr. Howard tells PRINTERS' INK, "he evidently saw in this printing proposition a legitimate opportunity to assemble funds for his work. Without saying anything to us he went right ahead with his plan and the first we knew about it was when the letter appeared in this country."

"We forthwith wrote him instructing him immediately to desist. We followed this up a few days later by sending a peremptory cable."

"He has acknowledged our instructions and the project has been killed. In other words, there will be no such competition with American printers and paper makers as he contemplated. It was entirely a case of misplaced zeal in behalf of a good cause and was of course poor business."

"Since the publication of the letter in last week's PRINTERS' INK we have received protests from responsible business organizations in various parts of the country and we should appreciate a statement to the effect that the whole thing was a mistake."

The missionary, according to Mr. Howard, was on the point of being recalled until he had acknowledged his mistake and agreed that the offense would not be repeated.

Inexpensive Reading

LANDSDOWNE, PA.

Editor of PRINTERS' INK:

Again my hat comes off to you . . . and many thanks for your prompt and extremely helpful response to my request for help from your editorial files. Such helps as this reduce your annual subscription cost to considerably less than nothing.

F. MORSE SMITH.

Death of W. W. Pierce

W. W. Pierce, a member of the advertising staff of the Cleveland *Press* since 1916, died recently at Lakewood, Ohio. He was at one time business manager of the Cincinnati *Post* and, later, was with the New York office of the Scripps-McRae League in charge of national advertising for the Eastern division. Mr. Pierce, who was seventy years old, had been in charge of financial advertising of the *Press*.

Kendall Fights Bootleg Oil with New Refinery-Sealed Can

KENDALL scores *Another First!..*

Now...IN REFINERY-SEALED CANS....

prevents FEAR OF SUBSTITUTION...defeats DIRT AND DUST

THAT'S THE ONLY CERTAINLY KNOWN OIL BUT WITH NO OTHERS IN PRICE FOR THIS EXTRA PROTECTION

KENDALL
The 3000 MILLS OIL

KENDALL

Kendall Oil Co. is represented in various states by independent dealers. For full particulars, write to the company, 1000 North Dearborn, Chicago, Ill.

A SPECTACULAR move to meet the competition of the bootleg motor oil substitutor was announced this week by the Kendall Refining Company in the above spread in two colors in a national weekly. Outdoor advertising, radio broadcasts and newspaper space in 200 cities are being used in addition to a magazine schedule.

Refinery-sealed cans are the company's answer to the substitution problem. Along with the cans goes a special combination opening and pouring device.

The gasoline station man in vending the oil takes a sealed can, places it in the pouring device which has special teeth which cut open the top of the can. He then tilts the pouring device into the oil tank of the car and after the can is empty, throws it away. It has been so badly damaged in the opening that it cannot be used again.

The packaging of oil has presented a problem to refiners for many years. A number of devices have been tried to eliminate oil bootlegging but the Kendall system of refinery-sealed cans seems to be the most nearly substitution-proof of any that has been tried to date.

Not the least interesting feature of this plan from the standpoint of the manufacturer is the combination of can and pouring device, the latter being especially designed to eliminate extra work on the part of station attendants, an important factor in any oil-marketing method.

As the result of a first test campaign in the Middle West, the Sinclair Refining Company also recently announced its intention of extending further its test of new tamper proof containers for Sinclair Pennsylvania and Opaline motor oils.

New Kalamazoo Business

H. H. Dobbertein and Neal Nyland, both formerly with Brooke, Smith & French, Inc., Detroit, have started an advertising service at Kalamazoo, Mich., under the name of Dobbertein and Nyland.

Chanter Heads Pierce-Arrow

Arthur J. Chanter, who since 1928 has actively managed the Pierce-Arrow Motor Car Company, Buffalo, N. Y., as first vice-president and general manager, has been made president. A. R. Erskine is now chairman of the board.

More than all three COMBINED!

More than all three COMBINED!

Again—in February, 1933—

The Weekly Kansas City Star carried not only a greater total volume of advertising lineage, but also a greater number of individual advertisements (display and classified) than all three of the next best Missouri, Kansas and Oklahoma state farm papers combined! The Weekly Kansas City Star, we believe, was the only farm paper in America to register a gain in total volume of advertising carried during February.

The Weekly Kansas City Star

*Largest Weekly Farm Circulation in America
Lowest Advertising Rate of All Farm Papers*



"EVERYBODY who talks about money ain't got any," says an old Wall Street spiritual. Publishers and advertisers please copy.

It's all very discouraging! Get out a newspaper with extra good financial pages for financiers—and you find your circulation full of chart readers, board boys, bookkeepers, and elevator men.

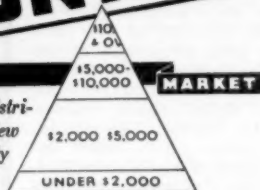
Money is news, and news interests all kinds of people with all kinds of incomes. A good newspaper can't confine its circulation to any class or kind of people. Circulation is VERTICAL—coming from all income classes; and not HORIZONTAL, restricted to any particular income groups. And all circulations have the same par in buying power—regardless of what its representatives say.

The News in New York interests almost everybody—two-thirds of the population here! Its circulation includes more people with means than any other newspaper—because it includes more people! It reaches more people, more effectively, at lower cost—which makes it a good medium!

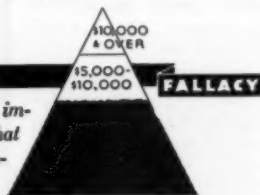
It's time that more advertisers understood more about the elementary economics of circulation!

CIRCULATION IS VERTICAL NOT HORIZONTAL

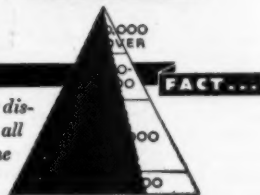
● This chart represents the distribution of family incomes in New York City and approximately the distribution of family incomes in any large city.



● This chart represents the impression of their circulations that some publications like to convey to advertisers.



● This represents the average distribution of circulation of all newspapers. You can't confine circulation to income classes!



THE  NEWS
NEW YORK'S PICTURE NEWSPAPER

Attractive Advertising, Yes; But Why Not Informative, Too?

Message Just as Important as Envelope in Which It Is Delivered, These Merchandisers Find

By C. B. Larrabee

SPEAKING before a marketing group of the American Management Association, Alice L. Edwards, executive secretary, American Home Economics Association said:

"Millions of dollars are spent in advertising branded goods and yet the proportion of space devoted to informative advertising was found in a 1931 study to be only about a third of the total and of this third a large proportion of the descriptive terms refer to style and appearance such as stylish, smart, fashionable, lovely, luxurious, elegant, subtle—terms designed to appeal to emotion. Clear, definite statements about specific quality and performance were few and far between."

Quite a few months have dragged their unprofitable way across the calendar since the survey mentioned by Miss Edwards was made. They have been bruising, deflating months. For the brighter and flashier boys in the front row they have been discouraging months.

They have seen the definite passing of ritzy copy and the opening of what might be called the informative era of copy. (For the benefit of the antiquarian-minded, the following historical footnote is in order: Ritzy was a term used by a previous generation to denote anything that was ultra-smart. An exceedingly ritzy advertisement showed a picture of the product, preferably in oil, with a single word of copy, probably "Smart," and the name of the maker.)

Uninformative copy was based on a false belief that the consumer is deeply impressed by the door-man. It has taken the so-called movie magnates some time to learn that people go to a theater to see

The image shows two advertisements side-by-side. The left advertisement is for Keds shoes. It features a black and white photograph of a young man and woman looking at each other. Below the photo, the text reads: "He can be proud... you can be sure of Keds". The Keds logo is prominently displayed. Below the logo, it says "The world's most popular women's shoe because of these important KEDS FEATURES:". There is a small diagram of a shoe showing its features. At the bottom, it says "KEDS SHOES & RUBBER COMPANY". The right advertisement is for Kitchen-ette. It is titled "DOES DOZENS OF CHORES". It lists various household tasks that the Kitchen-ette can perform, such as "CLEANS, POLISHES, and shines", "WASHES, DIPS, and soaks", "LUBES, OILS, and greases", "BURNS, BOILS, and steams", "STIRRS, STIR-FRIES, and simmers", "AND THAT'S NOT ALL". At the bottom, it says "Kitchen-ette" and "A Kitchen-ette is a Kitchen-ette".

Keds have eight features; Kitchen-ette does dozens of chores. Highly informative, these advertisements are none the less attractive

the show and not to watch the ushers. It has probably come as somewhat of a revelation to a number of advertisers that, of course, providing always that they really have something to sell, the sales message is really just as important as the envelope in which it is delivered.

More revelatory, perhaps, has been the realization that advertis-

ing can be informative and at the same time attractive.

It is interesting, in the light of what has been going on during the last two years, to study some of the better examples of informative era advertising.

For instance, there is the campaign of the Pineapple Producers Co-operative Association, Ltd. In March this group ran full pages with the long headline, "Ten Questions Answered Explain Why Pineapple Canned Has More Known Health Values Than Any Other Fruit."

Parenthetically copy writers of the informative era are not particularly afraid of long headlines. They like short headlines when brevity can be made to say something but brevity for its own sake seems to be somewhat out of style.

The remainder of this particular advertisement happens to be taken up with ten questions and their answers. Certainly Miss Edwards cannot object to advertising that proposes and answers the following questions:

1. When was it found that canned pineapple is so valuable in diet?
2. What does the daily eating of canned pineapple do for one?
3. Does canned pineapple do more than this?
4. Does canned pineapple influence the elimination of waste products from the body?
5. Does canned pineapple contain vitamins?
6. How does pineapple aid digestion?
7. How does canned pineapple compare with fresh fruits in cost?
8. How should canned pineapple be eaten?
9. Is there any difference between canned and raw pineapple?



Chock-full of information
—but still inviting and
interesting

10. Then it is actually and literally true that canned pineapple has more known dietetic values than any other fruit for daily use by human beings?

In April the Association dropped the question and answer idea but a prominent part of a full-page advertisement was a box which was headed, "Two slices or a pineapple cup daily does all these things." Below this headline were seven reasons why the consumer should buy.

That the question idea can be applied just as well to soap as it can to pineapple is demonstrated by a Fels-Naptha advertisement which was headed, "It will pay you to know the answers" and was taken up almost entirely with five questions and their answers. There was no illustration and the headline took up little space—a coupon very little more. Yet the advertisement, as a whole, was far more interesting to the consumer than the dandiest pre-depression pictures of happy housewives hanging out the Monday wash.

The informative era copy writer seems to be quite fond of tabulations. Writing an advertisement

...Interesting NEWS about COPPER and BRASS

ARE REPAIRS EATING YOU OUT OF HOUSE AND HOME?

When it comes to repairs, you know the story. The bill is so high that you are forced to put it off. But you can't. You must have your house in good repair. And the best way to do this is to use copper and brass. They are the most durable and longest lasting materials for repairs. They are also the most beautiful. They will make your house look like a palace. They will make your life more comfortable. They will make your money last longer. They will make your house a home. They will make your life a joy. They will make your house a masterpiece. They will make your life a dream. They will make your house a reality. They will make your life a success. They will make your house a home. They will make your life a joy. They will make your house a masterpiece. They will make your life a dream. They will make your house a reality. They will make your life a success.

COPPER & BRASS

for Squibb's Dental Cream he lists five reasons, which he calls the five-way protection of the product, why it should be used. Writing an advertisement for Kelly-Springfield tires, he shows why they are six times fortified and takes six numbered paragraphs to list the advantages of the product.

The informative era writer likes figures and this Kelly advertisement goes in heavily for percentages.

Keds have eight sales features and the copy writer doesn't bother much with copy after he has listed these features, properly numbered and properly paraphrased and finally set down in excellent relation to an illustration of a Ked with each feature indicated by the number and an arrow.

Phoenix Mutual uses a tabulation scheme in telling what one of its plans will do for the buyer of insurance. This advertisement is a model in its way of putting over a good sales story in few words. It does a better selling job than many a suasive halitotic insurance man.

Again we have Cannon Mills, Inc., listing and illustrating five reasons why the average family should have better-than-average towels. The illustrations themselves are in color and are just as attractive and attention-getting as most of the smart advertisements that appeared in the ritzy era. But over and

above the illustrations is copy that tells why people should buy.

The current American Stove campaign for Magic Chef Ranges is typical of informative era advertising. The product has five major sales points and in each advertisement one of these points is played up by copy and illustrations but the other four are listed and explained thoroughly.

The only known drawback that informative copy has is that it puts an added burden on the man who writes copy. He has to dig just a little deeper for his facts. He has to be just a little surer that he knows what the public wants and why it buys. He has to be just a little more skilful in condensation. He has to be just a little more practiced in the art of persuasion. Perhaps he has to work quite a little harder.

The interesting fact is that informative copy is not new nor is the discovery that it works novel.

Anyone who cares to take a trip back over the years will find that the really successful advertisers have always been those manufacturers who found out first why people buy and then gave them, again and again, the kind of information that will influence them to buy.

If every manufacturer gets this copy fact thoroughly into his policy maybe the depression will have been of some use after all.

Newspaper Exhibit Opens

An exposition of newspaper color advertising opened at the Graybar Building, New York, this week and will continue until May 23. Technical discussions, with newspaper executives acting as chairmen, will be held during the week from May 8 to 13. The exhibit is sponsored by the National Advertising Bureau.

Has Bluing Account

The Ultramarine Company, New York, has appointed the Richardson, Alley & Richards Company, New York, to direct the advertising of Bleachette laundry blue.

Joins Grey Agency

Louis L. Snyder has joined The Grey Advertising Service, Inc., New York, in charge of research.

Young Completes Study of Agency Commission

James W. Young has completed his study of advertising agency commission compensation, which he has been working on since last October. He met in New York, Wednesday of this week, with R. K. Deupree, president of the Procter & Gamble Company; Lee W. Maxwell, president, The Crowell Publishing Company, and A. W. Erickson, chairman of the board, McCann-Erickson, Inc., members of the joint committee directing this study, to whom his report was delivered.

Appoints McIntyre Agency

The advertising account of Wayne Services, Inc., Detroit, window display service, has been placed with C. F. McIntyre and Associates, Detroit. Business papers and newspapers will be used.

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Retail Clerks Don't Want to Be Educated

In Spite of This, It Is Possible to Work Out Courses That They Will Study

MELDRUM AND FEWSMITH, INC.
CLEVELAND, OHIO

Editor of PRINTERS' INK:

Will you please send me a list of the articles on the education of retail sales-people that have been run in your publications?

C. C. MERCER.

THE manufacturer who goes into any program of educating retail clerks without the thorough realization that the biggest handicap he is facing is lack of any particular desire on the part of clerks to be educated might as well fold up his plans before he tries to put them into execution. The second great obstacle he will face is the lack of desire, frequently amounting to antagonism, on the part of retailers when it comes to the suggestion that any manufacturer do educational work with their clerks.

If the manufacturer is making a small unit product which is a relatively unimportant part of the retailer's stock, he faces an almost insurmountable obstacle to an educational program. Unless he is remarkably skilful and unusually lucky, the most effective work he can hope to do is to place in the hands of clerks informative literature which will tell them enough about the product so that they will become interested in it and sell it a little more intelligently than they did formerly.

A booklet, not too large, liberally illustrated and written in interesting but elementary fashion will probably get at least one reading from any retail clerk into whose hands it falls.

If, however, the product is one which sells for a fairly high price and returns the dealer a sizable profit on each sale, it is entirely possible that the manufacturer can obtain the retailer's co-operation for educational work.

Once he has obtained this co-

operation, he has two alternatives: The first, is to do personal work through his own salesmen or by means of special missionary men and, second, by means of printed literature.

Wherever possible, it is best to have the course introduced, at least, by some personal work. This does not mean that the salesmen, for instance, should turn themselves into schoolmasters because the majority of them would be very poor at the job. Rather they should outline the course and create in the minds of the retailer and his clerks a desire to use it to their advantage.

In the preparation of printed courses, the manufacturer has to bear in mind again the fact that the majority of retail clerks are not chosen from the better educated classes. They probably are not competent to absorb material much more complicated than that which would be presented to a second- or third-year high school student. Many otherwise excellent educational courses have lost much of their power and drive because they were written over the heads of the clerks.

Courses consisting of a large number of lessons will probably fail for two reasons: First, they will be too detailed and, second, clerks will lose interest long before they finish.

Let It Have a General Application

Another thing that manufacturers should try to get into any educational course is material which will help clerks sell all types of merchandise as well as the manufacturers. If the retailer feels that the educational work is going to make his clerks better salesmen, he is likely to co-operate more heartily than he will in case the course is narrowly confined to

helping his personnel sell a single product.

A skilful preparer of courses of this type can mingle his unselfish and selfish material with such dexterity that he wastes no time on the general material and yet does offer the retail sales person some concrete help.

If it is practicable, some sort of reward should be offered to clerks who complete an educational course. This may only be in the form of a certificate or some comparatively inexpensive present such as a fountain pen, a wallet, a compact for women or something of this kind that will serve as a memento

of the work that has been done.

The lessons should not be prepared in such a way that they require a lot of outside work on the part of the clerks. The information should be presented simply and informatively so that it can be quickly absorbed.

So many educational courses have been complete or partial failures that it is necessary to caution any manufacturer to enter into such a program without too much optimism. Success is possible, of course, but it will not be achieved by the manufacturer who thinks clerks like to be educated.—[Ed. PRINTERS' INK.]

Women's Club Awards

Scholarships in advertising at a local university were awarded by the Advertising Women of New York, Inc., to three members of this season's advertising class, sponsored by the club. First award was given to Alice E. Welty, Sheldon, Morse, Hutchins & Easton; second award to Anne L. New, J. Walter Thompson Company; third award, Elda Montaldo, Peck Advertising Agency, Inc., and, honorable mention, Margaret Henderson, Industrial Press.

The scholarships were presented at a dinner meeting of the club last week. The course just closed was the eighth annual series of lectures offered at a nominal fee to students in advertising.

New Pasadena Agency

The Corben Corporation is a new advertising business organized at Pasadena, Calif., with offices in the First Trust Building. Louis G. Benziger is president; A. Ronald Button, vice-president; Charles L. Corbett, secretary and treasurer; Jackson M. Leichter, manager; Vernon Jay Morse, art director; George Logan Price, radio and continuity editor, and Gaston L. Blum, account executive.

Gets Pottery Account

The Sterling China Company, East Liverpool, Ohio, vitrified hotel dinnerware, has appointed the J. B. Rodgers Advertising Agency, Pittsburgh, as advertising counsel. Direct mail and business papers will be used.

With Transit Advertisers

J. T. Ballard has joined Transit Advertisers, Inc., Boston, as a sales representative. He was formerly with the *National Sportsman*, Boston.

Freeman in Florida

William C. "Pop" Freeman has taken permanent residence in St. Petersburg, Fla., where he will resume activities as an advertising counselor.

Adcraft Directors Elected

Members of the Adcraft Club of Detroit have elected the following directors: Thomas G. Wade, manager, Detroit office, *The Saturday Evening Post*; C. W. Hungerford, advertising manager, Michigan Bell Telephone Co.; Leo Fitzpatrick, vice-president and general manager, Radio Station WJZ; J. J. Hartigan, vice-president and manager of the publication department, Campbell-Ewald Company, and Gordon K. MacEdward, treasurer and general manager, Advertising Displays, Inc.

Schneider Has Own Business

The C. R. Schneider Company, Inc., with offices in the RKO Building, New York, is a new business started by Carl R. Schneider, a former director of Brown & Bigelow. The new business will specialize in recreational advertising and the sponsoring of a new reproduction process.

John G. Anderson and F. W. Wilkens are vice-presidents of the new company, and D. Kotzen is secretary.

Draper-Maynard Appointment

Edward C. Whittemore has been appointed associate sales manager, in charge of advertising, of the Draper-Maynard Company, Plymouth, N. H., athletic goods. He was formerly a partner in Kelly & Whittemore, Boston, publishers' representatives.

Joins Hall Printing

William A. McGuiness, for the last six years with the advertising staff of the *PRINTERS' INK* Publications at Chicago, has joined the sales department of the W. F. Hall Printing Company, of that city.

Sullivan to Bangor "News"

Austin Sullivan, until lately advertising manager of the *Milwaukee Journal*, has been appointed advertising manager of the Bangor, Me., *News*.

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THE TIMES-STAR HAS CAR-
RIED MORE RETAIL DISPLAY
ADVERTISING THAN ANY
OTHER CINCINNATI NEWS-
PAPER.

CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 48th Street
New York

Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Ave.
Chicago

BANKS DETROITERS

*Large Distribution of Cash which
Started Monday, April 24th, makes
Detroit an unusually attractive
Market for Sales Effort!*

On April 24, Detroit's two old banks, whose liquid assets have been assumed by the newly organized bank under Government sponsorship, began completion of \$174,000,000 payment in cash as a partial dividend. This amount consists of a 30% present payment and 10% previously announced. Careful liquidation, assured Detroit by the Federal Government, it is assumed, will pay the old depositors close to 100 cents on the dollar eventually. It is important for manufacturers and advertisers doing business in Detroit to understand these facts clearly.

Capital and Savings Not Destroyed

The capital and savings of Detroit depositors have not been wiped out. In fact, Detroiters, this week, in obtaining the large cash dividend from the two old banks have more actual cash on hand than at any other time in the history of the city. More money will actually be thawed out of frozen accounts and put into circulation in a few weeks than would, in the ordinary course of events, have been put into circulation in years. More than \$174,000,000 in cash is being distributed to 800,000 depositors, and their psychology has changed *from hoarding money to wanting things*—material, substantial things that they can touch, enjoy and use.

KS PAY RS \$174,000,000

It will be seen that Detroit, therefore, offers a huge market for enterprising advertisers right now. It must be remembered that Detroit is America's fourth city, with a population of more than 1,500,000, who must have food, clothing, entertainment and all the necessities of life as well as some of its amenities. It is a huge market by any count and a market that has a habit of changing its business curve sharply and with little warning. If business is good elsewhere in the United States, Detroit feels it quickly. Detroit *is* the center of the automobile industry and better automobiles, offering greater values, have never before been built than those manufactured today. The world must come to Detroit for automobiles, but that is not all! Detroit is the world's leading manufacturer of pharmaceutical products, stoves, electric refrigerators, adding machines, salt and soda products. *The salaries and wages paid to workers in industries other than automotive almost equal the salaries paid by the motor manufacturers!*

A Great Market!

Yes, *Detroit is a huge market* and offers an almost unique opportunity to advertisers, for it is one of the few major markets in the world that can be sold adequately through one newspaper. There is no surer way of entering the homes of Detroit than through the columns of Detroit's own HOME newspaper—The News.

The Detroit News

New York
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago
J. E. LUTZ

Management and Women Stockholders

Feminine Representation on Boards of Directors May Eventually Be Forced on Companies If Present Tendency Increases

THE suggestion recently made that a woman be added to the board of directors of the American Telephone & Telegraph Company takes on added significance in the light of a survey just completed under the auspices of the General Foods Corporation.

Thirty-eight railroad, utility and industrial companies were studied and it was found that of the total number of stockholders 40.87 per cent were women. One large railroad company lists 57 per cent of its stockholders as women while there are a half dozen of our largest companies which have more than 50 per cent women represented among their stockholders.

As might be expected, food companies stand high on the list of those with women investors with the utilities also heavily favored.

The percentage of stock held by women is, of course, still considerably under 50 per cent for most companies. More than 32 per cent of the Pennsylvania Railroad's stock is held by women, while about 29 per cent of the shares of a large electrical equipment company are so held. The president of one large railroad company points out that women own 41.7 per cent of its common shares and 41 per cent of its preferred.

More significant, perhaps than these figures would be an analysis

of the growing participation of women in corporate affairs. Unfortunately, the General Foods report does not contain detailed information on this subject. The company, itself, reveals the following interesting figures on the consistent increase in permanent participation since 1928.

In November of that year the percentage of women stockholders was 33 per cent; 1929, 35.4 per cent; 1930, 42.3 per cent; while early this year it had advanced to 47 per cent. Standard Oil of Indiana reported 19,332 women stockholders in December, 1928, and 35,270 in June, 1931.

There is little question that all of the other companies whose shares were analyzed would show constantly and rather rapidly rising curves of growth in the number of women stockholders.

The statistical list accompanying this article gives the percentage figures of twenty-six out of the thirty-eight companies studied, the other twelve companies having requested that their names not be mentioned in any printed report.

Conservative financial men will, of course, shrink from what must seem to them the revolutionary idea of giving women a voice in management. If the present trend increases, however, they may find that choice is taken out of their

Percentage of Women Stockholders of Twenty-six Corporations

Wm. Wrigley, Jr., Co.	55	Associated Gas & Electric System	40
Parke, Davis & Co.	55	Corn Products Refining Co....	40
American Telephone & Telegraph Co.	50 plus	General Motors Corporation...	40
National Lead Co.	50.09	Chicago & North Western Ry...	38.5
National Biscuit Co.	49.27	Stone & Webster, Inc.	37
General Foods Corporation ...	46.8	Standard Oil Co. of Indiana...	36
United Gas Improvement Co...	46.8	Texas Co.	35.76
North American Company ...	46.4	Drug, Inc.	35
Procter & Gamble Co.	45	Consolidated Oil Corp.	34.8
Reading Co.	43.43	Kroger Grocery & Baking Co... 34	
Pennsylvania R. R.	43.23	Canada Dry Ginger Ale, Inc. ... 30	
Northern Pacific R. R.	42.23	Minneapolis, St. Paul & Sault Ste. Marie Ry. Co.	30
Swift & Co.	42	Studebaker Corp.	30

hands and that women, by the sheer force of their investments, are demanding a place on boards of directors.

With all of the talk that there has been about the importance of women and their influence on the buying habits of the nation large corporations have devoted a surprisingly small amount of time to getting the feminine point of view. It is safe to say that a little feminine influence might have a salutary effect on the management policies of several of our leading corporations.

Some of our large railroads, for instance, in deciding public relation policies, might do far worse than to listen to the advice of practical-minded business women. The hard-and-fast policies of some utilities might be beneficially liberalized

were women given a voice in management.

To advertisers it is significant to note how many large nationally advertising companies have high percentages of women stockholders. It is quite natural that women in making their investments should express a preference for those companies with whose names they are familiar and whose products they use daily in their kitchens or other parts of their homes.

Of course it would be silly to overlook the strong influence that conservative bankers have had on the distribution of women's investments. On the other hand, it is safe to say that the women, themselves, have in most instances played far more than a passive part in deciding in what companies they shall place their funds.

Typographic Award Winners

AWARDS in the annual exhibition of Chicago fine printing sponsored by the Society of Typographic Arts were announced at the formal opening of the exhibit on April 25.

Awards for excellence, giving the name of the entrant, and the names of those participating in design, layout or illustration, follow:

Announcement: Group of Caxton Club announcements; R. R. Donnelley & Sons Co.; W. A. Kittredge.

Book: "Fifteenth Century Books in Chicago"; entered by Donnelley; Mr. Kittredge and Ernst F. Dettner.

Booklet: LaSalle motor car catalog; Burleigh-Withers-McCallum-Stearns-Jipson Co.; Ernst Spuehler and Carl Setterberg.

Booklet: Catalog of Twentieth Century Prints; Donnelley; Mr. Kittredge and Prentiss Smith.

Booklet: The Northern Trust Company; entered by W. Rodney

Chirpe; J. Mills Easton and Mr. Chirpe.

Folder: Donnelley Deeptone; Donnelley; William K. Allen.

Folder: "Designed by Norman Bel Geddes"; Cramer-Krasselt Company; Robert Evans.

Greeting Card: Christmas Card; design and typographic layout by J. M. Bundscho, Inc.

Magazine Advertisement: "Even the Chinese"; Mills Novelty Company; Paul Smith.

Package Design: Robert A. Johnston Company candy package; Burleigh - Withers - McCallum-Stearns-Jipson Co.; Ernst Spuehler.

Stationery: The Fine Arts Guild; entered by Neal B. Dunbar; W. Rodney Chirpe.

Members of the jury of awards were Paul Holder, art director, McCann-Erickson, Inc.; Earl M. Oren, advertising manager, United States Gypsum Co., and Robert Beebe.

Joins Thompson

Miss Muriel Crothers, advertising manager of the Seattle Gas Company, has joined the San Francisco office of the J. Walter Thompson Company. Richard Hurd will assume Miss Crothers' duties with the Seattle utility.

Advanced by Lowell "Sun"

Frank A. Lawlor, advertising manager of the Lowell, Mass., Sun, has been advanced to general manager. He succeeds Martin H. Reidy, whose retirement after more than fifty years of service became effective April 14.

SHADOWS HAVE TEETH

Beware their Bite!



PLEASE don't look at the picture yet. We want first to tell you about Mr. and Mrs. Ellery Kipper, in whose home the picture was taken.

When the Kipper family needs drug or toilet supplies (or bicycle pumps or canary seed or other things sold in drug stores), Mrs. Kipper usually does the buying. For Mr. Kipper is at his office all day; and the children, Launcelot Kipper, age 12, and Chastity Kipper, age 8, are at school. Thus, so far as Henry Saugerties, Ph.B., proprietor of the Saugerties Pharmacy, is concerned, the Kipper family consists of Mrs. Kipper alone.

Many of Mrs. Kipper's buying habits puzzle Mr. Saugerties. In toothbrush purchases, for example, Mrs. Kipper strikes Mr. Saugerties as a fickle, inconstant woman. One day Mrs. Kipper may buy a Bicuspidor (Medium Bristles) or a Molarette—and a week later buy a

Cockleburrr or a Dentalaid. No sense to it. Why doesn't she buy one brand and stick to it?

Now look at the picture. It explains why Mr. Saugerties has been bothered. Since every member of the family has a different idea of which brand of toothbrush is best, the toothbrush rack in the Kippers' bathroom carries four different makes of brushes. (It really ought to carry two brushes for each member of the family; we'll speak to the Kippers about that the next time we see them.) So Mrs. Kipper, the Family Purchasing Agent, buys her own brand for herself, and then the three other favorite brands of the three other members of the family.

Nothing peculiar about that, Mr.

THE SHADOW OF A MAN STANDS

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Saugerties. Every home is a Dental Democracy. Anyone who has (or used to have) a full set of molars is entitled to vote not only on the brand of brush but on the brand of toothpaste which is to anoint the brush. Even though Mrs. Kipper does *all* of the buying, she does only part of the deciding. In everything bought for family use, from soup to automobiles, two sexes must be shown and satisfied before a sale is a sale.

Advertisers who speak only to Mrs. Kipper are doing at most only half a job. That's why thoughtful advertisers are displaying their wares in the kind of magazine *both* sides of the family read. Redbook is that kind of magazine.

Redbook is a woman's magazine.

It is also a *man's* magazine. It is deliberately and consciously edited to please both sides of the family. Every thousand copies are read by 1480 women and 1420 men. And you pay 30% less to reach women *plus* men in Redbook than you pay to reach women alone through one-sex magazines. Even if you shut your eyes to the masculine circulation, you would still pay less to reach women alone in Redbook.

Sell the family and you sell all. Use Redbook and save 30%. Redbook Magazine, 230 Park Avenue, New York City.

REDBOOK
MAGAZINE

BEHIND EVERY WOMAN WHO BUYS

Hunts. New Product Ideas, Gains Unrelated Field Leadership

This Advertiser Did Not Think of Making Fruit Jar Rings Until Survey
Revealed Surprising Possibilities

An Interview by Bernard A. Grimes with

James R. White

Vice-President and Director of Sales, Jenkins Bros.

"THE last three years of economic readjustment, as we all know, have brought many changes in products, in methods of manufacture and in methods of distribution. During this period our company has become a leading producer of fruit jar rings and has developed three branded ring products, one of which will be nationally advertised this spring and summer in ten publications, including women's magazines and farm papers."

Thus spoke James R. White, vice-president of Jenkins Bros., in telling PRINTERS' INK that his company's jar ring business is but one result of a survey conducted in 1930 to investigate new business possibilities.

"For more than sixty-nine years," he said, "our company has manufactured valves which have a world-wide distribution. This necessarily brought us into the production of rubber composition valve discs to which, over a period of years, has been added the manufacture of rubber sheet packing, gaskets and molded rubber items of every description. This phase of our business was highly specialized because the Jenkins Disc is such an important part of a Jenkins Renewable Disc Valve."

"With our wide experience in molded rubber goods and our reputation for products of dependability, we asked ourselves why the operations of our mechanical rubber goods department could not be extended to other fields. There could be no answer to this question, we knew, unless we set out to find it for ourselves."

"The first step was a survey. A direct-mail campaign of six pieces, in 1930, was mailed over a seven-

month period to the following list of selected companies: General industrial, 6,244; chemical, 1,334; apparatus manufacturers, 605; aeronautic manufacturers, 288; automotive manufacturers, 379.

"The mailing immediately produced numerous inquiries. Reply postcards, enclosed with the mailings, brought requests for quotations for rubber products listed in our folders and suggestions for new items in which prospects were interested."

The mailing pieces were similar in layout and each was identified with a footnote announcement similar to "Message No. 1 from Jenkins Bros. (Rubber Division)."

"While our campaign," Mr. White explained, "was specifically directed toward uncovering new products, our mailing pieces were purposely designed to familiarize the companies on our mailing list with the fact that we have an extensive rubber division and facilities for taking care of various molded rubber products. We felt that such strategy was necessary inasmuch as we were so well known as manufacturers of valves that our advertising on valves may have overshadowed the significance of our rubber division."

A Business Reply Card Was the Hook

"The hook in our campaign was a business reply card, one of which was enclosed with each mailing, carrying our offer to send an informative book of useful data on rubber goods. Space was allowed for filling in of the name of the individual sending in the card, that of his company, his position and the address."

"As seemingly incidental infor-

mation, two lines were allowed for the individual to indicate what it was that his company manufactured and what it used rubber for. Of course it was in this last line that we were able to review new product potentialities and to follow up promising leads.

"One recommendation that quickly impressed itself upon us was the advisability of setting up a separate sales organization for handling mechanical rubber goods other than those items which are sold to the same people that buy our valves. Sales connections were established in several sections of the country.

"Inquiries continued to come in. They covered a very wide range of items, bringing us to a decision to concentrate only on those that would be volume producers.

Garter Buttons a New Item

"One such new item that stays with us, production of which would never have occurred to us were it not for our pioneering for new products, was so apparently insignificant an item as garter buttons. We experimented with these in our laboratory for a year, working with garter and corset manufacturers, studying their requirements and we developed an improved button. There are just a very few concerns who use garter buttons in volume so that the outlets are easily contacted but we had been missing this business for years.

"Washers for tire valves was another volume producer we added to our lines.

"Still another was rubber tubing for shower baths and numerous other purposes.

"We uncovered a number of possibilities for volume-producing business in the toy industry.

"With fruit jar rings, we are making unusual progress. This was one of the exceptionally large volume items. We communicated with the Department of Commerce for data which would indicate market possibilities. We found that anywhere from eight to 15,000,000 gross are used every year, de-

pending upon economic circumstances and crop conditions. Home canning greatly increases when the housewife is pushed to save money and when fruits and vegetables and supplementary preserving ingredients are cheap.

"An estimate showed the produc-

A Jenkins Blue Target advertisement emphasizing the guarantee

tion of preserving jars for 1931 had increased approximately 73 per cent over 1929. It is conceded that 1931 was the biggest canning year in the history of the country. There was no doubt that fruit jar rings were a boom item in a depression.

"Our laboratories were instructed to study the situation, to analyze existing fruit jar rings that were on the market, to call upon home economists and housewives and to

ascertain what improvements they would like to see incorporated in fruit jar rings.

"The essential requirement obviously is that rings must do a job of tight sealing. We experimented until we developed a laboratory-controlled product. To get a base that would be uniform we excluded all use of reclaimed rubber, using only pure rubber. To this feature we added the qualities of unusual strength, ability to withstand high temperatures, and a compound of absolute purity that would impart no taste, odor or discoloration to the foodstuffs canned.

Getting Distribution for the New Product

"The product, recommended by the laboratory, was put into production and we set about making plans for distribution. We approached a large jar maker because not only is there a large repeat business in the jar ring trade but a fair percentage of each year's total sales of rings is sold in connection with the purchase of new jars. This producer adopted our ring.

"We experimented further. Our observation was that all jar rings on the market looked more or less alike and we thought with an improved ring we should make it easily distinguishable. An identifying mark was incorporated in each ring, a large blue and white target-like design on the lip of the ring which is in marked contrast to the rest of the ring which is red.

"Application was made for patent registration and the trade name 'Jenkins Blue Target Jar Ring' was adopted. An attractive package was designed. The name appears on an arrow which points directly to the target design on the lip.

"Throughout these developments, precedent was discarded and it was discarded again when we came to distribution plans for selling to the consumer. Jar ring distribution heretofore had, for the most part, cleared through wholesale grocers and chain stores though in some sections they are sold in hardware stores. For the distribution of our product, however, we went to Lam-

born & Company, sugar brokers who operate on a national scale.

"When the suggestion was made that they handle our rings, they asked, quite naturally, 'We are sugar brokers. How do you expect us to sell rings?'

"Our reply was another question—'When is the peak sugar business?' In the preserving season, of course. Then, it obviously appeared, while their exploitation of fruit jar rings might be unusual, it would nevertheless be a natural tie-up.

"Lamborn took to the idea and formed a special company to handle the ring business. Almost overnight this gave us sales representation from coast to coast where Lamborn had branch offices and where their associate brokers operated.

"Not only did this give us a national sales organization but, because the purchase of sugar is a major item in the grocery trade where it bulks large in expenditure, our jar rings have the advantage of being brought to the attention of the higher executives in the grocery wholesale trade.

"Series of meetings were held with the branch managers of the Lamborn organization who, after a visit to our plant and after a presentation of our sales promotion plan, went to work on distribution through the trade.

"We now make three brands, each of which is individually and distinctively packed. Blue Target is the leader, priced to sell to the consumer at 10 cents a package; Ringleader, a plain ring which sells for 5 cents a package and Tite-Pac which is priced at practically about the same, but which meets competitive situations.

"Our whole strategy, both in the appearance of the product, in its packaging and in its advertising is to build a dramatic presentation around an item of merchandise which, in our opinion, has heretofore been accorded only prosaic treatment."

With Los Angeles Agency

Harold Lanfair has joined the Philip J. Meany Company, Los Angeles advertising agency, as art director.

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CORRECT!

J. WALTER THOMPSON
COMPANY

● It is the application of facts that counts! And this applies in the markets you choose, and in the best means of reaching those markets, just as truly as in the theme and preparation of the advertising.

The major accounts we are running for you testify to your application of the facts about this major market, Portland, Oregon. These facts are many, as you know, and impressive.

That the JOURNAL has the largest daily circulation in the Pacific Northwest is important.

Like many other good things, the JOURNAL circulation is highly concentrated—32% greater city coverage, 27% greater retail trading zone coverage, than any other Portland newspaper. And—very important to all advertisers—the R. L. Polk & Co. Consumer Study of Greater Portland definitely proves that the JOURNAL reaches more families of established spending ability.

All this—at the lowest milline rate in the Pacific Northwest!

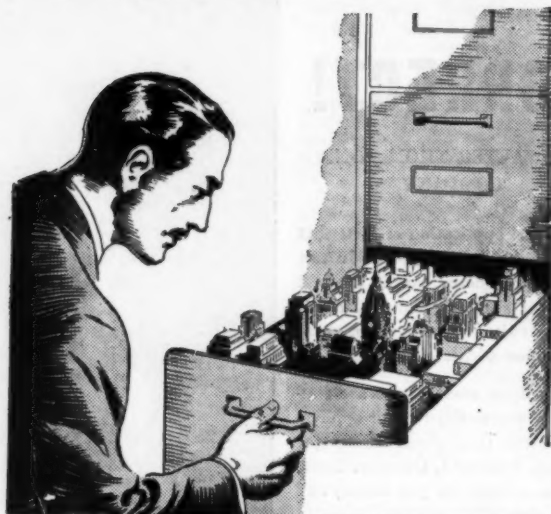


THE JOURNAL • PORTLAND, ORE.
REYNOLDS-FITZGERALD, Inc.

National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
H. R. FERRISS, SEATTLE

PHILADELPHIA



Philadelphia Market Facts

SIZE

Third in America; 891,430 families—3,746,253 people.

SALES POTENTIAL

\$1,826,000,000 in retail sales, according to the 1930 Census of Distribution.

RETAIL OUTLETS

56,191 — of which 22,687 are food stores and 2295 are drug stores.

COVERAGE

No one Philadelphia newspaper provides better than 50% coverage of the 891,430 families living within Philadelphia and its A. B. C. suburbs.

Curtis-Martin Newspapers alone provide the complete coverage which makes it possible to develop maximum sales in every part of the Philadelphia market. Because of this complete coverage, Curtis-Martin Newspapers are

FIRST in retail advertising

FIRST in general, automotive and financial advertising

FIRST in classified advertising

publishing more linage in these classifications than all other Philadelphia newspapers combined!

CURTIS-MARTIN NEWSPAPERS, INC. . . NDEI

PUBLIC  LEDGER The

MORNING

EVENING

SUNDAY

MORNI

PHILADELPHIA FILE . . .

CURTIS-MARTIN NEWSPAPERS can help any manufacturer build a Philadelphia-suited sales attack, one that will increase the effectiveness of his advertising and selling efforts in this, America's third market.

We have Philadelphia on file . . . know its racial and economic aspects . . . know every channel of distribution and the operators therein . . . know the retail outlets and have them graded according to their productivity . . . are in intimate touch with the chains, co-operatives and independent stores . . . have the most accurate and complete commodity sales information available through monthly check-ups on both luxury and necessity products.

This data, constantly kept up to date, is compactly organized and quickly available. It enables the manufacturer to attack this great market with an understanding of its particular requirements and how to meet them.

Through such practical aid, plus circulations that provide the *only complete coverage of Philadelphia*, Curtis-Martin Newspapers make possible for advertisers to reduce sales costs and increase sales efficiency in this rich, responsive market.

INC. . . INDEPENDENCE SQUARE, PHILADELPHIA

GEORGE The Philadelphia Inquirer

SUNDAY MORNING

SUNDAY

IT'S FUN TO BE FOOLED ...IT'S MORE FUN TO KNOW

says CAMEL

And so say the Advertising Typographers of America. There can be no magic in the production of advertising typography. It's just mechanical excellence *plus* a balanced art appreciation *plus* sound business. No tricks, just plain hard business sense.

To constantly improve the efficiency of each member is the aim of this organization. Complete, authoritative and up-to-the-minute information about improvements in equipment, cost accounting, shop practices, type faces, service, billing methods and all the details that go to make up this business are constantly being disseminated by us to our membership.

You can be sure that a member of this association is a progressive and up-to-the-times business man. If there is a new and better way to handle your typographical work, he'll be the first to suggest it.

Worth something to you, isn't it?

If your typographical work is not being done by a member of the Advertising Typographers of America★ why not get in touch with the nearest one now for a frank discussion of your problems?

Advertising Typographers of America

NATIONAL HEADQUARTERS: 461 Eighth Ave., New York

★ Members are located in Akron, Boston, Chicago, Dallas, Denver, Detroit, Indianapolis, New York, Philadelphia, Pittsburgh and Toronto, Canada.

Typography
That Sets
Up an Ideal



51

written a book about it. It tells how 'to afford' Europe this year. Dollars and cents details. It's free."

The second part of the campaign—the booklet—in following out the 1933 theme of economy, strikes quite a different note from the usual run of travel booklets with their multitudinous photographs and emphasis on glamour and romance. Although the romantic and glamorous angle of European travel has not been neglected and although photographs are used profusely, the booklet presents a "down-to-earth" atmosphere as if the business of going to Europe were being treated from a dollar and "sense" angle.

The cover is a bright yellow relieved only by the title and a small illustration of a couple hurriedly going off for Europe and the suggestion "Pack up and go!" The first spread contains a graph, relieved by humorous little drawings, showing the drop that the cost of a one-month trip to Europe has suffered since 1930. The graph line reaches bottom at a point labeled "Now" while a dotted line ending in a question mark starts an upward rise again.

Another interesting feature is that instead of talking about dead

history, the booklet shows pictures of actual historical incidents that are occurring today while copy emphasizes the fact that here is an opportunity to visit the scenes where today's history is actually in the making.

All advertising in the campaign is appearing under the name of the Transatlantic Steamship Lines, including Anchor, Canadian Pacific, Cunard, French, Cosulich, Hamburg-American, Holland-American, Italia, North German Lloyd, Red Star, United States Line, and the White Star Line. Associated in the campaign also are the American Express Company and Thos. Cook & Son.

Although the campaign has just begun, coupons are coming in at a very satisfactory rate, and these are being distributed to the lines in proportion to the amount of the expense of the campaign each line is bearing.

The steamship lines, in turn, are distributing the names of those who have written for the booklet to their agents in the localities from which the requests have come. These are to be followed up by mail or personal calls and, where no sales result, preserved for mailing lists.

Widens Market for Italian Cheese

Special appropriations are being made to develop markets for Bel Paese cheese, a product of S. A. Egidio Galbani, of Melzo, Italy. Eugene Montalbetti, director, has been touring American cities, studying opportunities for broadening the market.

He has established distributing headquarters in Los Angeles and San Francisco where, in addition to advertising in other cities, special budgets have been made available for newspaper campaigns.

The account is handled by the Philip Ritter Company, New York advertising agency.

Coupon Returns Quadruple

Coupon returns from national advertising for the first two months of this year are four times what they were for the similar period of 1932 at the paint and varnish division of the Pittsburgh Plate Glass Company in Milwaukee. The results are taken by Ludington Patton, vice-president, as an indication that "a general restoration of confidence is spreading through the country."

Son Succeeds Father as Head of Parker Pen

George S. Parker, for forty years president of the Parker Pen Company, Janesville, Wis., has been elected chairman, a newly created office. Kenneth S. Parker, his son, succeeds him as president. The new president has been with the company throughout his business career, serving, in turn, in charge of exports, research and advertising. In recent years he has been vice-president and director of sales.

Appoint J. M. Perkins

James M. Perkins, formerly of Byron Musser, Inc., has established his business at 118 East 40th Street, New York, as a representative of advertising artists. He will represent John Atherton, Toni Bonagura, Robert Fawcett, Arthur Palmer, Raymond Prohaska and Howard Scott.

New Tanglefoot Agency

The Tanglefoot Company, Grand Rapids, Mich., fly paper, has appointed Stevens, Palmer & Stevens, Inc., of that city, as its advertising agency.

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Raising Association Advertising Funds

Assessment on a Per Unit Production Basis Has Proved Most Successful in Recent Years

RUSSELL T. GRAY, INC.

CHICAGO, ILL.

Editor of PRINTERS' INK:

We are very much interested in finding out how associations handling advertising campaigns are taxing their members to secure the funds with which to handle the advertising.

H. A. SCRIBNER,
Vice-President.

THERE are three generally used plans of raising money for association advertising campaigns. Each one of these plans has certain variations that have been tried out, sometimes successfully, sometimes unsuccessfully.

They are first, appropriations from the general funds of the association; second, assessments for advertising from members based on members' production; third, voluntary contributions. In actual practice the second method has been more uniformly successful.

There are various methods of working out the amount of the assessment under this plan. The most commonly used is a direct assessment of so much per case or other convenient unit. With agricultural products the assessment is usually based on a small amount per case. Lumber associations have assessed on a per 1,000 foot basis, while one brick association assessed members 6 cents per 1,000 bricks sold.

This assessment plan has an appeal to members because it, theoretically at least, places the advertising burden on the producer in relation to the benefit he will get from it.

The chief drawback of this system is that when business is bad the appropriation gradually fades into impotence. This may not seem so vicious at the beginning of a depression when business is slipping off and cannot be brought back by any other method of resuscitation.

On the other hand, any well-

informed business executive knows that one of the most effective strategic moves that he can make is to start advertising as soon as the business curve shows a sign of an up-swing. Associations using the assessment plan are automatically barred from doing this strategic advertising because they cannot put on the required pressure until members' sales begin to pick up.

In theory the most satisfactory system of raising advertising funds for an association would be the first plan, taking money from the general funds. In actual practice this does not work out so well because even in good times association budgets are never comfortably large.

If this plan is used the membership must be sold on making adequate contributions to the general funds. Otherwise advertising will suffer from malnutrition.

Voluntary Contribution Method Passes the Buck

Perhaps the least satisfactory system is that of voluntary contributions. This is most generally used at the beginning of an association campaign when, under the influence of spellbinders, various members pledge themselves to contribute largely to the association campaign.

The trouble with this system is that it passes the buck to the advertising-minded members and allows those members who are not advertising minded to get the benefits of the campaign without contributing their share. It also tends to encourage high-pressure methods that are likely to leave sore spots in the minds of a number of members.

One phase of financing that has been indulged in from time to time is vicious in practice. This is the method used by some associations

to go outside of their own ranks to raise money.

Frequently, by waving the black-jack over the heads of certain manufacturers or other people outside of the association, wholesaler or retailer groups can get funds. However, in these instances a manufacturer contributes under duress and the association gets its advertising without ever believing in the broad principles of advertising. If an association sincerely believes that advertising can do a

job for it, it will not hesitate to appropriate the necessary funds for the purpose out of its own general budget.

At the present time the most practical and most successful system of raising advertising appropriations for co-operative campaigns is, without question, that of assessing members according to their production. In the eyes of the members it is thoroughly equitable and easily assessable.—[Ed. PRINTERS' INK.]

Publishers Honor Walker

MEMBERS of the Publishers Association of New York, last week, expressed their appreciation of the services contributed by Fred A. Walker as chairman of the association, with the presentation of a scroll. Mr. Walker, who is chairman of the board of the New York Sun, in relinquishing active direction of the association's affairs, accepts the office of honorary chairman.

"To the arduous demands of his work as chairman," the scroll reads, "Mr. Walker has brought a sagacity and industry, a bold initiative in grappling with the problem of the association and a fairness in argument which has commanded the respect of all whether they agreed with or differed from him. . . . Mr. Walker has represented this association with outstanding ability, with dignity and with a deep sense of the public interest

with which the affairs of newspapers are inevitably associated."

The tribute was signed by the following executives of newspapers: New York, Roy C. Hollis and J. W. Barnhart, *Daily News*; Julius Holl, *New Yorker Herald*; John Martin, *Evening Post*; Edwin S. Friendly, *Sun*; Kenneth Hogate, *Wall Street Journal*; R. A. Huber, *World-Telegram*; Louis Wiley and Hugh A. O'Donnell, *Times*; Howard Davis, *Herald Tribune*; J. A. Grant, *American*; M. S. Lunn, *Evening Journal*; J. F. Cullen, *Mirror*; Joseph E. Ridder, *Staats Zeitung*; T. Anastasia, *Il Progresso*; S. M. Pino, *Italo Americano*;

Brooklyn, E. F. Seixas, *Citizen*, Edwin G. Martin, *Daily Eagle*; and George R. Rothwell, *Times-Union*; Walter M. Dear, *Jersey City Journal* and LeRoy L. Smith, *Long Island Star*.

Martin, Inc., New Business

Frank V. Martin, for many years president of the advertising agency in Detroit bearing his name, has formed a new advertising organization at that city to be known as Martin, Inc. Officers are: Frank V. Martin, president; Emanuel G. Frank, vice-president, and Arthur G. Darmstadter, treasurer and general manager.

Raleigh Paper Appoints

Josephus Daniels, Jr., has been named business manager of the Raleigh, N. C., *News and Observer* and Frank Daniels, treasurer. Mr. Daniels, Sr., who has left for Mexico City, where he will serve as United States Ambassador, continues as president of the company.

Butterick Transfers Dunn

A. H. Dunn, New England representative of the Butterick Business Publications, Inc., following the closing of its Boston office, will make his headquarters at the New York offices, which will be located in the Butterick Building, 161 Sixth Avenue, New York, effective May 1.

Englert with Renner Brewing

Milton S. Englert, for the last three years a director as well as secretary and sales manager of the Fort Pitt Brewing Company, Sharpsburg, Pa., has resigned to join the Renner Brewing Company, Youngstown, Ohio. He has been elected a director, vice-president and treasurer of the Renner company.

A Book That Batters Prejudice

The Better Vision Institute Uses Tactful Method of Overcoming Archaic Idea

By Amos Bradbury

THEY say that on the tombstone of the man who invented spectacles is an inscription which asks the Lord's forgiveness for the sin of having made the discovery.

That inscription and the thing it represents, an innate resentment against eye-glasses, has been met several times by individual makers of the product. Some thought of the archaic ignorance which first took place on the tombstone has come down to the present time and has been one of the items of sales resistance to a larger sale for what used to be called "spectacles."

By actual surveys, seven out of every ten adults should be wearing eye-glasses and yet only three of them do. The other four out of ten, according to the Better Vision Institute, do not wear them through sheer ignorance of their need, "or because of an archaic impression that eye-glasses detract from their personal appearance." Yet glasses, in their advertising and sales promotion, have been longer negative. Sensible people have been induced to accept glasses for their physical comfort and efficiency they can wear.

Before any manufacturer of eye-glasses can sell the remainder of his prospects there has to be battered down a host of old fogy prejudices. Yet the industry has so improved that today every good pair of eye-glasses is custom made, designed to individual face measures, designed and fitted with a

dual purpose in mind both to bring vision up to par and to accent the good points of appearance while minimizing the weak ones.

On the theory, therefore, that



*John Lagatta's interpretation of sophistication—
from the Better Vision Institute's character book*

the old reason-why arguments are not sufficient during the days when a dollar is squeezed, the Better Vision Institute, made up of 1,500 members in forty-seven States of the Union, conceived the idea of taking a real shot at the public's vanity. It, therefore, produced what was called a "character book."

In this interesting book, text and illustrations cleverly played up favorable characteristics which eyeglasses have in themselves and which they produce in facial expressions and personality. All the

illustrations were made by nationally famous artists such as Charles D. Williams, James Montgomery Flagg, Walter Biggs, Wallace Morgan, John La Gatta and others.

With these nationally known artists chosen, the next problem was to produce text in keeping with the subject and with the illustrations—copy, in other words, which would bring out the reasonableness of the book's intention.

The completed work divided itself into four parts.

1. The title page which strikes a note in character reading from faces, points out the important part which proper glasses play in permitting a face to express the character for which it is a mask.

2. Then follow sixteen pages arranged in pairs, each pair devoted to the exposition of a single quality of appearance. In this way such qualities as dignity, personality, intellectuality, charm, prestige, sophistication, poise and professional authority are treated both by text and illustrations.

For example, the subject of sophistication is illustrated on the left-hand page by a character portrait by John La Gatta and the illustration is amplified on the right-hand page by copy which explains the component characteristics which are generally recognized under the word "sophistication." This whole page of copy is in this vein: "daring little models, fascinating fragments of felt and silk created by the clever fingers of Agnes become her sleek head disturbingly; her slippers are made to order by Delman; her jewels are startling and rare; her perfume is an intricate blend of subtleties," with other high-tan conversation, and there are only three lines

which deal at all with the lady's use of spectacles.

In each of the other pages a very small space in the copy is given to the importance of spectacles or the correct fitting of them.

3. Following the gallery of pictures are two pages on "The Art of Fitting Glasses," illustrated by twelve representative types of faces. The copy in this case explains that no two faces are exactly alike and that all faces, therefore, require individual treatment. These particular pages are intended as guides to artists and illustrators on how to draw glasses properly but they are also suggested for the benefit of Institute members.

4. The final page is one of an historic nature and points out that even centuries ago glasses were worn, "for the sake of poise." This page is accompanied by illustrations of the elaborate work of other generations of spectacle makers.

Each Institute member received a copy of this book and it was suggested that it would give him suggestions for his own advertising and selling campaigns. In addition there was prepared a small edition embodying the same illustrations and using a condensed text which carried a message designed for patients and for prospects.

This smaller booklet contained the same introductory matter on character reading for faces and an abbreviated treatment on the art of fitting glasses. The portraits themselves in the smaller book are the same reduced in size, but the copy is boiled down to a few phrases defining the quality of character which the portrait illustrates. These booklets were sold to members at a cost of \$6 a thousand, including the manufacturer's imprint.

Appoints Campbell-Ewald

The Guide Lamp Corporation, Anderson, Ind., automobile lighting equipment, has placed its advertising account with the Campbell-Ewald Company, Detroit.

Joins Allied Group

The Midland Advertising Service, Decatur, Ill., has become a member of the Allied Service Agencies, a co-operative organization.

With Maley Agency

Miss Virginia Mears, formerly with the Blaker Advertising Agency, Inc., New York, has joined the Maley Advertising Agency, New York.

Woodford Leaves Mennen

R. H. Woodford has resigned as general sales manager of the Mennen Company, Newark, N. J.

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THE LOS ANGELES HERALD AND EXPRESS

has reason to be proud
of its Circulation History

Never

has it used premiums direct to subscribers

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has it used contests direct to subscribers, and yet has attained
by far the largest net paid circulation of any daily Newspaper

On the Entire Pacific Coast

264,078

of which 80% is concentrated in the City of Los Angeles, and
95% concentrated in the City and Suburbs.

THE HERALD AND EXPRESS is the ideal daily medium of
LOS ANGELES for National Advertisers, because it gives them
exactly what they want, and need, namely

- 1—Largest City Circulation
- 2—Largest City and Suburban Circulation
- 3—Largest Total Circulation
- 4—Sound Circulation Methods
- 5—Highest Daily Concentration

California's Largest Daily Newspaper

LOS ANGELES EVENING

HERALD AND Express

NATIONAL REPRESENTATIVES:

PAUL BLOCK AND ASSOCIATES

NEW YORK

CHICAGO

PHILADELPHIA

DETROIT

BOSTON

LOS ANGELES

SAN FRANCISCO

The WHOLE COUNTRY WA



What will a Government program of public works construction do for employment . . . for Main street . . . for industry?



THE Administration has been clearing the way for national reconstruction. All the forces of government have been directed to lighten the burden of debt. A foundation for a sounder banking structure has been laid. The nation's budget has been balanced as a step to assure the national credit.

But credit is a dead thing until it is put to work creating employment for millions and adding their buying power to the market for goods. Expanded currency and higher prices likewise mean nothing without a concurrent expansion of employment. The inflation we really are after is inflation of employment.

The Administration is planning a program to accomplish this quickly and on a wide scale. Construction must be the keystone of the pro-

gram. During the past few months it has become evident to many who formerly were opposed or indifferent that no other measure promises so quick and sure a stimulation of employment . . . so immediate a penetration to Main street and industry. Construction at last is seen in its true light as the power that motivates a broad variety of industries. Like the front ranks of Pershing's armies, construction employs vastly greater numbers behind the lines, in industry and in the services of supply.

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For three years our states, cities and towns have had to postpone construction work amounting to more than three billion dollars. Here, alone, will be found the required impetus for recovery.

BUT

The Public Works Program Must Be Sold to the Nation

Whatever legislation may be passed in Washington its success will depend upon the wholehearted co-operation of officials in federal, state, municipal and town governments; upon bankers, journalists, industrialists, chambers of commerce and taxpayers.

To this end *Engineering News-Record*, as spokesman for the engineering-construction industry, will devote its entire issue of May 18 to the subject of public works and the

pivotal part they must play in general business recovery. Here will be assembled for the first time a complete brief in behalf of this program. It may well turn out to be a determining contribution toward the success of the policy upon which the Government is planning to stake its credit and its resources to start the country back to recovery.

Thousands of extra copies of this issue, ordered in advance, will be distributed to important citizens outside the construction industry in order to make the significance of public works construction clear to the man on Main street.

Producers of equipment and materials, engineering firms and contractors, all have a vital part to play in helping to realize the objective of this important issue. Use the coupon.

ENGINEERING NEWS-RECORD

A McGraw-Hill Publication

ENGINEERING NEWS-RECORD, 330 West 42nd Street, New York

We should like to have your representative sit in with our executives, our advertising department and advertising agency, and tell us how we can make the most effective use of this issue from the standpoint of expediting the whole program. We realize that we will help our own business most by helping to put a new conception of public works construction in the minds of taxpayers, legislators, journalists and business men.

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Company _____

Address _____

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When Salesmen Make Collections

Inflation May Speed the Flow of Currency, But Plans Like This Will Still Be Useful

By Arthur H. Little

WHATEVER shape the dollar may take and whatever may be its consistency, whether, in order that it may roll freely in all directions it is cast in the form of a sphere, or whether, in order that it may be circulated by the winds, it is transformed by the alchemy of inflation into a handful of helium, every collection department in the country will remain—as now—actively and earnestly on that dollar's trail.

Washington may make medicine over money, and prices for merchandise may soar; but somebody at the headquarters of Business, Inc., will need—as now—to close his ears to the thunder of economics, and to bear down on the task of corraling currency for merchandise already sold.

It seems likely that collection methods will undergo some change. Probably, under pressure of circumstance, many companies will find it expedient to delegate increased credit responsibility to the salesmen. It is likely that inflation—or reflation, or currency control, or whatever it be called—will bring about changes in trade relations. Certainly, it will bring new customers into existence, or revive old ones; and many a credit manager, regardless of how he feels about entrusting to salesmen too much of the studious job of credit research, will welcome the salesmen's information about what is going on from day to day in their territories. He will welcome, too, whatever help they can give him in collecting.

Of course, there are sales executives who hold that to try to make every salesman a credit man is to cramp a salesman's style and crimp his volume. But even some of these will concede, quite cheerfully, that it doesn't harm a salesman to hold him responsible for collections, and that in these times

such a policy will hold down the average age of accounts receivable—and push up profits.

Here is a sales executive who entertains no doubt at all—J. S. Jetton, vice-president in charge of sales of Norris, Inc., of Atlanta.

"Wise to delegate collections to the salesman?" Mr. Jetton says. "We've found it to be downright essential. We sell direct to the retailers, many of whom operate on limited capital. Many of them will not mail their checks; but frequently, when our salesmen present the statements personally, the accounts pay."

"Nor have we found that the plan handicaps the salesman's efficiency. As a matter of fact, our best salesmen are our best collectors."

"The salesmen *do* collect. It seems to size up like this: If a salesman is frank with his customer, and if he backs up the position of his house in requiring payment within a reasonable time, he gains the customer's respect—without losing his good-will. And besides, he gets the money."

"Paid-Up" Customers Easier to Sell

Another concern that applies the same policy and backs it with a thorough-going plan of operation is J. A. Folger & Co., of Kansas City, Mo.

Folger salesmen are trained in credits and collections. They are brought to see that a territory that is "clean" as to collections is a territory that is easier to sell. The customer who is "paid up" is easier to sell than the customer who owes.

The plan starts with the first sale to a new customer. If the merchant is one whose credit is doubtful, the company sells him on a basis of one bill of goods at a time; and the salesman, on his part, insists on payment for each

bill before the next is shipped.

For every new-account order the salesman fills in a special new-account form, upon which he answers such specific questions as these:

How long has the customer been in business here? What do you estimate to be the value of his stock? What is the appearance of his store? Is his location favorable? Is his business cash or credit? What is the name of his bank? What monthly volume do you think can be developed from him? What is your personal opinion of the moral risk?

Names of References Required

In addition, the salesman must supply the names and addresses of two references for the account. The blank provides space for special comment not called forth by the questions. And at the end of the sheet, the salesman confronts this pertinent query: "Have you given us full information?"

From the start, in his relations with a new account, and throughout his relations with old accounts, every Folger salesman knows the virtues of complete data. He is taught to be definite. Seldom does he report that a customer whose account he is to collect is "out of town," or that he "promises to pay soon." Headquarters wants to know *how* soon. The salesman finds out.

The Folger salesman knows, too, the virtues of being on the ground. He knows that the customer who owes the house money really has the house in a tight spot. The company wants the money; and the company wants the customer's continued patronage.

Many a customer, short of cash, will pay the first creditor who comes to him in person to collect. In person, and on the ground, the Folger salesman is in an advantageous position to get the money; and for the same reasons—because he can talk the matter over with the customer—he is in an advantageous position to hold the customer's continuing friendship.

There are other advantages, some of which are not routine. In a

certain town there was a retailer who owed the Folger company a considerable bill; and the retailer hadn't the money to pay. The Folger salesman conceived an idea. He said to the merchant:

"I'll help you stage a Hard Times Sale. We'll put it on next Saturday."

The merchant agreed. The sale was more than a success; it was an event. When the store doors closed at 10 o'clock that night, the registers were full of money.

Before that money went into the safe, the merchant counted out what he owed the Folger house, handed it to the Folger man and said:

"Paying bills this way is a pleasure!"

In their collecting, Folger salesmen work closely with headquarters; and they work by careful method. Every Saturday night, each of the salesmen sends in his route sheet, listing every town in which he will call in the ensuing two weeks. During the early part of the first week, the home office prepares statements of all due accounts in the towns in which he will call the following week. Thursday night the statements are mailed to the salesman's home address. And every Monday he sets forth with an up-to-date statement on every due account on which he will call during the week.

Salesman Gets Two Statement Copies

The statements, printed in rolls, are fed into the typewriter in triplicate. The original and the duplicate go to the salesman. The original he leaves with the customer; and the duplicate he sends to headquarters along with the customer's check; and, if there be no check, then the salesman reports, in full, the reason. The triplicate goes into headquarters files to become the basis, if necessary, of correspondence.

Invoices, too, are prepared in triplicate. The original goes to the customer, by mail, on the date of shipment. The duplicate—which the company calls a "Courtesy Discount Notice"—is mailed to the

customer five days before the discount period expires. The triplicate is filed for reference against the contingency that the bill will become thirty days past due.

Once a month, all bills thirty days past due in the salesman's territory are listed in a letter and sent to him for special attention. As he works his territory, he keeps that list before him.

"Our men take pride in collecting those thirty-days-past-due accounts," says Frank Atha, of the Folger company, "because we report their results in our weekly house paper, listing the ten best collectors, praising their work, and explaining any original collection ideas that they may have evolved."

And here, finally, is another effective tie-up: When the home office writes a collection letter—and in even the best of collection plans, somebody always needs to write collection letters—the typist types, not one carbon, but two. One is for the files. The other—its color, by the way, is a distinctive pink—is to go to the salesman. Automatically, the pink carbons, going out to the men in their daily mail, keep the salesmen posted on collection effort that is going out from the home office. The pink copies often serve another purpose.

"Many of the men," Mr. Atha says, "get splendid results by writing personal, long-hand notes across the bottoms of those pink copies and mailing them to the customers. The idea produces a strange psychological effect. It works; and apparently it works because it causes the customer to realize that the salesman is watching the account closely."

The ideal credit-and-collection plan is one that not only protects every account against risk and not only collects money that is due, but also—at least upon occasion—actually helps sell goods. In many an instance, the salesman's first-hand knowledge of the true condition of an account has averted loss. A credit risk may change from good to bad so quickly as not to be reflected soon enough in information that, through ordinary channels of reporting, reaches headquarters. On the other hand, as the Folger company has discovered, the whole process sometimes works the other way.

"Sometimes," says Mr. Atha, "a bank will report a man as a good credit risk when cold facts, seen at long distance, might exclude him.

"For example, we were on the verge of refusing to ship an order to a certain merchant whose standing had been not so good. Right then, along came a letter from the salesman in the territory; and the salesman reported that the bank now rated the merchant as a good moral risk. Why? Because within the sixty days that had just past, the merchant had converted his business from a credit basis to cash, and had lined up behind himself the cash backing of a number of his friends.

"Of course, we shipped the order; and that merchant has been a good account ever since."

Inflation, then, or no inflation, there are goods to be sold. There are buyers to buy them. And care, plus vigilance, plus energy, plus tact, plus method, will collect the money.

New Dallas Business

E. W. Elmore has opened an advertising business under his own name at 405 South Poydras Street, Dallas, Tex. He has served as advertising manager of several department stores in the Southwest.

Colangelo Adds to Staff

Samuel A. Moss, formerly art director with several advertising agencies, has joined the staff of Colangelo Studios, Inc., New York, advertising artists. John C. Ellis, illustrator, has also joined the Colangelo staff.

Returns to Omaha Agency

James E. Davidson, Jr., has joined the staff of Bozell & Jacobs, Inc., Omaha, Nebr., as an account executive. He was formerly with this agency but more recently, has been with Lord & Thomas, Inc., at New York.

Adds Tire and Rubber Account

The York Tire & Rubber Company, Chicago, has appointed Phelps-Engel-Phelps, Inc., of that city, as its advertising agency. Magazines and mail-order publications will be used.



Being at the center of population

has a lot to do with Rapid's SPEEDY Service

TAKE any U. S. map. Put your finger on the center of population. Cincinnati is only a few miles from there . . . at the crossroads of the country — East, West, North, South. By air from Cincinnati, Rapid can make twenty-four-hour delivery anywhere. By rail Rapid can make twenty-four-hour delivery to three-fourths of the population.

To the advantage of central location, Rapid adds a schedule of delivery that has never been approached in electrotyping.

Whether you have a thousand plates for a thousand newspapers or a single small electro, try Rapid. Get a new conception of electrotyping service that takes the entire load off your shoulders.

Hundreds of the country's leading concerns have challenged Rapid in just this way. They come to Rapid because of its speed. They stay with Rapid because of the quality.

The
RAPID *Electrotype Co.*

The Largest Plate Makers in the World

W. H. KAUFMANN, President

CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

Advertising Agencies Stand Test of Lean Years

Their Successful Contest Against Depression Conditions Is Revealed at Annual Convention of A.N.P.A.

AMONG the various reports submitted to the annual convention of the American Newspaper Publishers Association which began its sessions last Wednesday in New York, one of the



Howard Davis, slated for re-election as A.N.P.A. president

most interesting was the one having to do with the present standing of the advertising agencies. This report, submitted by Ray T. Wilken, of the New York *Daily News*, revealed the cheerful information that the agencies are standing up exceedingly well after a third year of unusually trying business conditions.

"While the agencies," Mr. Wilken reported, "as a rule report diminished surplus due in many instances to reduced value of securities and reduced billing, nevertheless, in part at least, because of our sustained efforts during the last ten years to induce them to build up adequate surplus, they have stood the test of lean years and diminished billing with surprising success.

"We believe them to be generally sound and worthy of full extension of credit."

The report mentioned certain trends which indicate attempts on the part of some agencies to break away from long-established agency relationship and functions. One trend concerns the submission of contracts providing for no personal liability for payment of advertising published on order. Such moves have been immediately protested by the publishers' committee. In practically all instances agencies willingly returned to established practice.

Incidents also reflect a tendency to vary the usual terms by inserting in either contract or insertion orders, conditions at variance with common practice. If these were not detected and rejected, the committee reported, they would lead to subsequent difficulties. Publishers were advised, therefore, to instruct their advertising and credit departments carefully to examine all contracts and orders and to refuse acceptance of all that depart from the common practice.

The number of agencies which had A.N.P.A. recognition, as of December 31, 1932, was 477. During 1932, twenty-one agencies were recognized and recognition previously granted to fifty-nine was canceled. Based on financial statements received, the committee increased the ratings of nine agencies, decreased the ratings of 103, removed the ratings of thirty-three, and secured the personal guarantee from the officers of seven agencies because of financial condition.

In the matter of collections, L. B. Palmer, general manager, reported that 6,942 claims received for collection during 1932 represented an increase of 2,027 over 1931. Their aggregate amount was \$441,792, an increase of \$21,637. In all, during the year, 3,347 collections were made on 2,202 claims, totaling \$101,420, a decrease of \$30,884 under 1931.

The amount of money expended by national advertisers in newspaper space during 1932 is estimated to be \$160,000,000, according to the report of the association's Bureau of Advertising, of which Edwin S. Friendly, of the New York Sun, is committee chairman. This compares with \$205,000,000 expended in 1931.

While smaller, the committee reports that the 1932 volume was proportionately the same as that of the previous year, newspapers receiving 46.4 cents of the average dollar spent in major mediums in 1932, corresponding exactly with the percentage shared in 1931, and with 45 cents in 1930 and 47 cents in 1929.

A committee appointed to revise the standard newspaper contract, approved in 1920, reported that it had met with a committee from the Four A's. These conferences have resulted in a changed form which has been approved by the board of directors of the A.N.P.A.

Revisions provided that the agency will not split commissions and eliminate the condition which called for terms of guarantee of circulation. Members of the committee presenting this report, included Edwin S. Friendly, chairman; Don Bridge, Chester B. Fox, F. E. Tripp, John Peterson, and R. T. Wilken.

With reference to the measures before the House and Senate concerning regulation of the sale of securities in Interstate Commerce, the committees of both branches

of Congress have been asked to eliminate certain provisions which, it is held, would restrict, if not make impossible, the advertising of such securities in newspapers, even after the sale of such securities was approved by the Federal Trade Commission. The A.N.P.A. committee holds that if the Government approves the sale of securities, it should not restrict proper advertising of them.

The report of the postal committee, of which J. D. Barnum is chairman, took up the postal policy of the present Administration and, in an analysis of the committee's policy in previous years, showed how difficult it is to get the post-office to provide divisible rates, as a substitute for the "present archaic system of but one rate."

Another report which it was expected would be a highspot of the convention—that of the radio committee of which E. H. Harris, of the Richmond *Times-Palladium*, is chairman—was not ready as this issue went to press. It presumably awaited last minute developments at the convention of the Associated Press, whose action is reported below.

It is customary for each president of the association to serve in office for two consecutive terms, so, in all probability, Howard Davis, of the New York *Herald Tribune*, whose work has been warmly endorsed by members, will be re-elected president.

The convention will conclude its sessions Friday.

A. P. Curbs Radio Use of News

THE question concerning the Associated Press and its relations with radio broadcasting of news came to a head this week at the organization's annual convention at New York. This problem, which has been debated in conventions of the last few years, this time resulted in adoption of a resolution to restrict the A. P., as an organization, from providing any news for broadcasting over radio chains.

Thus, as had been anticipated,

the issue was thrashed out in advance of the meeting of the American Newspaper Publishers Association, whose discussion of the subject was to have taken its cue from action by A. P. members.

James G. Stahlman, publisher of the Nashville *Banner* and president of the Southern Newspaper Publishers Association, who has been taking an aggressive stand in urging restriction of radio's use of news gathered by newspapers, introduced the resolution. It permits

Are Yuh Listenin'? Huh?

ADVERTISING is the serpent in radio's Garden of Eden. Until it is properly subdued there will be no rest for the weary so long as the radio is turned on.

Unlike other kinds of advertising, this type is forced on you whether you like it or not. Between music, songs and drama you are pestered with advertising blah and blah! You are urged to run down to the corner grocery this very minute to make a purchase you don't need. You are invited to make as many three-letter words as possible out of a silly slogan. In one instance an announcer went so far as to "thank God for the sunshine and A—quality paints and varnishes."

In other words, radio makes the fatal error of using entertainment bait in an advertising trap. About the time you get interested in a program—bang! goes the trap, and you are compelled to listen to a mealeymouthed announcer shoot off a lot of hot air about this product or that.

To our notion there is only one model commercial radio program now on the air. It is a Wednesday night half-hour feature sponsored by one of the cigarette companies. At the beginning of each program the announcer merely mentions the sponsor. In the 15-minute pause he mentions the cigarette, admits there are several other excellent brands, and invites you to try his. At the end of the program he tells you goodnight on behalf of the sponsors. So different is it from the ordinary radio blah that we turn away from our radios with a downright warm regard for the cigarette. Indeed, we smoke them occasionally!

But the ordinary run of mine radio advertising still dominates the air. Instead of getting better it gets worse. Insult is added to injury. Fortunately there is an avenue of escape being used more and more by discriminating listeners everywhere. After all, radios can be turned off!

An Editor "listens in" on Radio Advertising:



Since the inception of the brand,
the advertising of OLD GOLD
Cigarettes has been prepared by

LENNEN & MITCHELL, Inc.

17 EAST 45TH STREET, NEW YORK CITY



members to supply brief bulletins of major local, national or international events, but only to individual radio stations at or near a newspaper's place of publication, giving credit to the A. P. and the paper supplying the news.

The resolution also recommends that the board of directors fix a schedule of additional assessments to be applicable to those members who broadcast A. P. news, the resulting revenue to be applied to a pro rata reduction of assessments paid by non-broadcasting members.

In advance of adoption, the resolution prompted considerable discussion, all amendments being voted down. Roy Howard, of the Scripps-Howard Newspapers and the United Press, expressed the opinion that the big problem was to stop the pilfering of news by radio commentators who skimmed the cream of the day's newspapers.

It was his belief that the United Press would follow any sensible course adopted by the A. P.

Kent Cooper, general manager of the A. P., reported that economies of more than \$2,000,000 a year, will be reflected in a saving of 34 per cent to members, through refunds and reduced assessments.

Two new directors were elected: George B. Langdon, *Kansas City Star*, and Leonard Nicholson, *New Orleans Times-Picayune*.

Re-elected were: W. H. Cowles, *Spokane Spokesman-Review*; E. Lansing Ray, *St. Louis Globe-Democrat* and Robert R. McCormick, *Chicago Tribune*.

Frank B. Noyes, publisher of the *Washington Star*, was re-elected president, W. J. Pape, *Waterbury, Conn., Republican*, was elected first vice-president, and William Randolph Hearst, Jr., *New York American*, second vice-president.

The Post Office and Coupons

MEDICAL ECONOMICS, INC.

RUTHERFORD, N. J.

Editor of PRINTERS' INK:

One of our agency friends tells us that it is forbidden by postal regulations to devote more than one-quarter of the area of a magazine page to a coupon.

Can you advise me as to the accuracy of this?

RUSSELL H. BABB.

PARAGRAPH 6, Section 552, Postal Laws and Regulations, 1932, says,

"Coupons, order forms, and other matter intended for detachment and subsequent use may be included in permanently attached advertisements, or elsewhere in newspapers and periodicals, provided they constitute only an incidental feature of such publications and are not of such character, or used to such extent, as to destroy the statutory characteristics of second class publications, or to bring them within the prohibition of the law denying the second class rates of postage to publications 'designed primarily for advertising purposes,' or to give them the characteristics of books or third class matter. Coupons, etc., con-

sisting of not more than one-half of one page shall be regarded as an incidental feature."

The last sentence automatically eliminates any effort on the part of a full-page advertiser to say "Tear out this advertisement and send it to us."

The authorities are not interpreting this section to mean that a coupon cannot occupy more than one-half of an advertisement. If the advertisement itself is smaller than a page, the coupon can occupy more than half of its space so long as it does not take up more than one half of the page size. Under this interpretation a quarter-page advertisement could be entirely a coupon and come within the restrictions of the Post Office Department.

Owing to the fact that the postal laws do not specifically go into the various ramifications of this subject, any advertiser who wishes to use coupons that are larger than those customarily employed should get in touch with the Post Office Department through his local postmaster for an opinion.—[Ed. PRINTERS' INK.]

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San Francisco Sales Group Elects

H. F. Anderson, of the National Broadcasting Co., was elected president of the San Francisco Sales Managers' Association at its recent annual meeting.



H. F. Anderson

George W. Davis, Davis, Skaggs & Co., is now first vice-president; P. A. Rowe, A. I. Hall & Sons, Inc., second vice-president; C. B. Waters, Remington Rand Business Service, third vice-president; William H. Culbert, Wells Fargo Bank & Union Trust Co., treasurer, and E. B. Jessup, Marchant Calculating Machine Co., treasurer.

Elected directors were: P. E. Allan, Associated Oil Co., A. E. Littler, Western Union Telegraph Co.; H. W. Johnston, Traung Label & Lithograph Co.; Charles S. Smith, Linde Air Products Co., and E. A. Breckenfeld, Schwabacher-Frey Co.

New Pepsodent Product

A new item has joined the family of products made by The Pepsodent Company, Chicago, maker of Pepsodent tooth paste, Pepsodent Antiseptic and Gets-It corn cure.

The new product, a facial cream, will be sold under the name "Junis."

"At the present time," Harlow P. Roberts, advertising manager, informs PRINTERS' INK, "we have no plans to announce in connection with our new product. We have applied for the registration of the trade-mark, but there are many other problems which must be solved before the advertising campaign can be worked out."

Appoint Milwaukee Agency

The Stolper Steel Products Corporation, Milwaukee, brewery specialties and sheet metal auto parts, has appointed Freeze-Vogel-Crawford, Inc., Milwaukee, to direct its advertising.

This agency is also directing the advertising of the oil-fired industrial boilers and a patented car heater and booster for handling bituminous road material made by the Cleaver-Brooks Company, Milwaukee.

Patenge with Wohlerl

Walter F. Patenge, formerly with General Motors Corporation, has become sales manager of The Wohlerl Corporation, Lansing, Mich., automotive replacement parts. Fred Wohlerl, Jr., one of the partners in the Bates-Wohlerl Company, as the firm was formerly known, is now president and general manager.

GOOD COPY

can withstand
judicial cross-
examination
because it is
based upon
sound evidence
—not reckless
allegation.

**HAWLEY
ADVERTISING
COMPANY
Inc.**
**95 Madison Ave.
New York City**

Apr. 27, 1933

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THE INDIANAPOLIS NEWS
INDIANAPOLIS, IND.

March 4, 1933

Mr. Douglas Taylor, Sales Manager
The Printers' Ink Publications
185 Madison Avenue
New York City.

Dear Mr. Taylor:

The Indianapolis News believes that well planned, consistent advertising will do an effective job at all times -- and believe this not only as a seller of advertising space -- but as a buyer of advertising.

Since 1908, with the exception of the war years of 1917 and 1918, The Indianapolis News has advertised the value of The Indianapolis News as a market and the ability of this newspaper to sell this radius in PRINTERS' INK. We believe that this advertising together with that in other trade papers has reached the majority of executives, sales managers and space buyers.

Conclusive proof that advertising does pay is shown in the results obtained from this advertising policy. According to tabulation as shown by Media Records, Inc., The Indianapolis News has advanced from 29th place in Automotive advertising in 1931 in all newspapers to 8th place in 1932; in the 6-day evening field The News advanced from 6th place in this classification in 1931 to 2nd place in 1932. In General advertising, a bettering of the relative position among all newspapers as well as the 6-day evening newspapers was shown. The News finished in 23rd place among all papers and in 6th place among the 6-day papers in 1932.

Not only was our position among all papers improved but because more advertisers elected to use this newspaper alone, to carry their message in Indianapolis, our percentage of the available business likewise increased. We believe these gains were made possible largely by the stability of the Indianapolis market and the effectiveness of our trade paper advertising.

PRINTERS' INK has had a most important place in our promotion schedules for over 25 years. I am sure you will be glad to know that we are continuing our regular schedule in PRINTERS' INK during 1933.

Sincerely yours,
THE INDIANAPOLIS NEWS
J. G. Howard
Manager Merchandising &
National Advertising.

S. G. Howard-s

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How do they do it?

Indianapolis, 20th city in population, has the 6th largest daily evening newspaper in general lineage—2nd in automotive advertising.

That means not only a good market, a good paper, but also an outstanding job of putting the story over effectively with people who count.

1. Now the 15th consecutive year of consistent advertising by the Indianapolis News in Printers' Ink.
2. In seven of these years Printers' Ink Monthly also has been used.
3. Concentration where the best value is obtained. In the last five years the News invested over 225% as much of its money in Printers' Ink as in any other publication. 135% as much was invested in telling its story to the Printers' Ink audience as in all other publications combined.

Visual Selling Works on Small Dealers, Too

Dramatized Presentations Enable Salesmen to Make More Calls Profitable

By Walter A. Haise

SELLING in the higher brackets, specialty selling, has been made vastly more efficient in the last ten years. But the man who is calling on the small retail store is going along in his humdrum fashion today just as he did a decade ago. Most sales managers will agree that the one single factor that would do more than anything else toward increasing sales right now would be to devise a means of getting the sales story to the retailer in its most effective manner.

Since we are dealing with human nature and not automatons, we cannot trust salesmen to make the portrayal the same way in every account. There is one way to make this fool-proof—the graphic presentation.

When the idea of equipping grocery, drug or hardware trade salesmen with visual sales presentations is first entertained, however, it seems preposterous. Men making as high as 75 to 100 stores a day are not supposed to have time for that sort of thing. Another objection that is bound to be raised is the fact that it is usable only on new accounts. Somebody else will say it is too costly.

But proper analysis will show an answer to each objection and come out with a winning score.

For men making a maximum number of calls per day, there is no help in the suggestion, "Make more calls." Their only salvation is to "make more calls *profitable*." With a visual sales presentation more calls can be made profitable because:

1. The sales points are made in the order of their importance and built to a climax. In the ordinary oral presentation the most important points (in the salesman's opinion) are made first and then there is a slide down the scale to minor trivialities that preclude the

possibility of a forceful conclusion.

2. It is understandable because it is dramatized. The most illiterate dealer can understand a picture and if the book is properly used the salesman will read the short copy aloud as he turns the pages.

3. It will put over the complete story in one call. It has sometimes been advocated as a good policy to make one point each time a call is made. I do not agree with this for the simple reason that the dealer's memory is too cluttered with a multitude of things to remember a disjointed story spread over a period of eight or ten weeks.

4. It saves time as there are none of the innumerable interruptions encountered in oral selling. The story should be so laid out that there is an element of suspense prevalent. Each page should lead naturally to a desire to turn to the next.

Focuses Dealer's Attention

5. The dealer's attention is focused on the page and he is not looking across the store at a humpty-dumpty arrangement of canned goods and thinking: "I must rearrange those cans as soon as I get rid of this fellow."

6. It gives the salesman something tangible to sell with and he is a great deal more sure of himself when selling.

Now I still hear a voice from the rear saying: "It isn't practical because it is only designed for new accounts and that doesn't justify the expenditure."

Well, let's see if it is. The portfolio should not cost more than \$10 complete. The average life of a grocery store today is about three years. This means that one-third of a manufacturer's outlets turn over every year. Consequently, if

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the salesman has 300 dealers to call on, he will use the book 100 times in a year just to break even. That would make the book cost 10 cents per call and pay for itself in the first year. With slight revamping it should be good for two years at least.

But that's not the whole story. The efficient book should consist of three parts:

1. New business. This part would be the logical presentation of sales advantages directed to a prospect, as outlined above.

2. Servicing. To consist of about fifty different resale ideas, suggestions for window display and counter display, a stock check system to keep the merchandise fresh, and so on.

3. Confidential instructions to the salesmen, such as price changes, special deals and policy changes.

I know of one company having 100 salesmen that sends a monthly advertising portfolio to each man. This costs about \$1.50 per portfolio or \$150 a month. Now it is a simple matter to have two or three sheets printed to fit into the graphic sales presentation each month at the point of the "New Business" section where advertising is brought out, at a cost of only 50 cents per man. Thus \$100 a month, or \$1,200 for the year is saved right there—which more than pays for the entire loose-leaf presentation.

Some Helpful Specifications

Here are some portfolio specifications which may prove helpful: 1. It should be a loose-leaf book; 2. Keep it simple—one point to a page; and 3. End each page with copy designed to create a desire to turn the page and see what's coming.

4. Make it an odd size to prevent the accumulation of non-essential material. One with six or nine rings will help in keeping out regular bulletins punched with three holes. I have seen portfolios called into the office that were just cluttered full of two and three year old price changes and irrelevant material.

5. Dramatize—picturize. Don't say any more than is absolutely necessary to supplement the picture.

6. Make a forceful presentation of the book to the salesmen. One manufacturer recently called in twenty-five salesmen at a time, put on a typical sales talk before them with the book and then made each one of the twenty-five men get up and do the same. Thus each man heard twenty-five presentations with the book and made one himself. If each wasn't familiar with the book then, he never could expect to be.

7. Call the books into the office each six months for inspection and for the inclusion of a few new pages to give them new life. This furnishes an opportunity to rekindle enthusiasm in the salesmen and insure their using it.

8. Make it fit the sample case. There need not be more than about fifteen pages to each of the three sections. Thus you can use a small ring binder and keep the books thin and pliant. Cull out every bit of useless information.

9. Get the salesmen to contribute part of the story from their experiences on the firing line. Here's one way: Compile a list of the five or six major objections to your product or line and send this list of objections to each of the salesmen, offering a \$10 prize for the man who answers them best. This will provide a wealth of information.

10. Use as much "brass tack," actual fact information as possible. Cite real people—real stores—and real figures. When you show pictures of good displays and merchandising ideas, go into an actual store and take the picture with a real store interior for a background. Give it all the flavor of practicability. Grocers are practical men. Theories don't go over big with them.

Properly planned and used, the book will save the salesman's time, make his presentation more effective, serve as a resale idea source, save the grocer's time and help him to sell more merchandise. A complete presentation to a pros-

pect should not take more than eight to ten minutes.

Yet, with all these advantages, manufacturers have been lax in using "canned" presentations in selling the small dealer. Maybe some of the objections cited have loomed as stumbling blocks. May-

be it is felt that the visual presentation is out of place in a grocery store. Maybe so.

But there was a time, you know, when automobiles were out of place inside of city limits. Now, I believe, the horseless carriage has come to stay!

♦ ♦ ♦

New York Agency Council Elects



W. J. Moll

R. Van Buren



E. O. Perrin

F. C. Bruns

FOUR new members of the board of governors of the New York Council of the American Association of Advertising Agencies were elected at the annual meeting, held last week. The new governors, who will serve from 1933 to 1935, are: Frederick C. Bruns, Federal Advertising Agency, Inc.; William J. Moll, Gardner Advertising Company; E. O. Perrin, McCann-Erickson,

Inc., and R. Van Buren, Ruthrauff & Ryan, Inc.

Continuing as members of the board are: Winthrop C. Hoyt, Charles W. Hoyt Company, Inc., Carleton L. Spier, Batten, Barton, Durstine & Osborn, Inc., and Chester J. La Roche, Young & Rubicam, Inc.

The new board will meet early in May for the purpose of electing officers.

♦ ♦

Elected by Van Sant, Dugdale

J. P. Daiger and Edgar F. Riebetanz have been elected vice-presidents of Van Sant, Dugdale & Company, Inc., Baltimore advertising agency. Mr. Daiger, copy chief of the agency, and Mr. Riebetanz have been with the agency for many years and have been members of the executive board.

Don Hurlbut has been appointed art director. He formerly was with Erwin, Wasey & Company in a similar capacity and, more recently, was art director of Maxon, Inc.

Has New Account

The Richardson, Alley & Richards Company, New York advertising agency, has been appointed by the Monex Corporation, of that city, to direct the advertising of Monex change-makers.

Appointed by Grace Line

Cameron Rogers has been appointed publicity director of the Grace Line, Inc., New York. He will continue as editorial manager of W. R. Grace & Company and editor of the "Grace Log," published by that organization.

Joins Don Lee System

Herbert R. Beaven has joined the Don Lee Broadcasting System. He will be connected with the advertising department of KXBC in San Francisco. He has been with the Rodney E. Boone Organization.

Emil Reinhardt still owns and operates Emil Reinhardt, Advertising, Oakland, Calif. It was previously reported that he had made a change in position.

Announcing . . .

A Merger of GOOD HARDWARE with HARDWARE AGE

EFFECTIVE May 1, Good Hardware will be merged with Hardware Age.

We shall maintain an interest in the combined publication, but the activities that heretofore have been carried on by our hardware division will be merged with the activities of the Iron Age Publishing Company, New York—the publishers of Hardware Age.

The merger will enable our present organization to devote its entire activities to our publications in the food and grocery fields, **THE PROGRESSIVE GROCER** and **GROCERY TRADE NEWS**.

This specialized effort is in keeping with the times and should make for a still stronger publication in the hardware field and should further strengthen our own dominant position in the grocery and allied trades.

BUTTERICK BUSINESS PUBLICATIONS

INCORPORATED

NEW YORK

SAN FRANCISCO

CHICAGO

Research, Salesmanship and Tomorrow's Markets

The Profits on Sales Today Are Not Determined in Factories but Out on the Firing Line

By John H. Van Deventer

Editor, The Iron Age

THE biggest and toughest sales job that we have ahead of us is not merely to convince our prospects of the superiority and desirability of our products. Many of us have already done that and yet it does not result in sales. We cannot buck the universal need for economy in these days of reduced corporate and individual incomes. What we can do and must do is, first, to become converts ourselves to the doctrine of true economy and then to become ardent and intelligent missionaries who will carry this doctrine and belief to our prospects.

The "buy now" and "buy more" campaigns failed, as they should, because they did not discriminate between true and false economy. Neither you nor I believed in them; they did not ring with truth.

Truth is based upon knowledge. And knowledge changes with the times. If we are to be armed with the truth that will carry real conviction to our customers today, we must all go to school again. We must forget many of the things that we thought we knew about selling, about our products, about our prospects, about our customers, about our competitors. For these things have changed, in themselves and in their relationships. We must catch up with them.

While we are talking about false economy, let me say a word or two about wages. There has been much controversy on this subject. It seems to me that there is a common-sense way of looking at it.

Most of us have favored the highest possible wage consistent with a living wage for invested capital, not merely from a humani-

tarian standpoint, but from the practical standpoint that wage earners comprise our largest collective market. If we are going to sell lots of automobiles or shoes or breakfast foods or what have you, we must look to the wage earners for our principal market.

On the other hand, wages must bear a definite relationship to the obtainable prices for the goods that the wage earner makes. It is futile for management to say, "we will pay not less than so much per day to our workers," unless it also declares, "we will accept not less than so and so much from our customers in the way of price." Suicidal prices must inevitably mean starvation wages.

Where Our Future Prosperity Lies

But the wage question goes deeper than these obvious generalizations. As Lincoln said, "This nation cannot endure half in slavery and half free." It is equally true that no economic equilibrium can be maintained so long as the bricklayer, hod carrier or other member of an organized trade can command through dictation a day's pay of four or five times the amount paid to the farm laborer or other unorganized worker. Unjustified pay differentials, secured by mass pressure, restrict instead of broaden markets. Our future prosperity lies in the buying power of the average consumer, not the exceptional and restricted classes.

The new deal in the interest of the forgotten man must consider the interest and buying power of the man outside of the labor union as well as the man inside of it.

We are going to find that this subject of wages has an intimate bearing upon our future success,

From an address before the Cincinnati Association of Industrial Marketers.

or lack of it, in marketing products. When we know what wages should be and how to control them in relation to the cost of living we will have made a start on the problem of the sound financing of consumption. We need some super-economist to figure out a formula which will give us a better idea than we have now of the proper relation of total wages to gross manufacturing income and to cost of living, from the standpoint of the best interests of both production and consumption.

Needed: A Firing Squad

But wages can be too low as well as too high for public welfare. After the earthquake, come the looters. We need a firing squad to clean up the looters and the public enemies who are taking advantage of the present employment situation to force wages down to coolie levels in some occupations.

Adults working from 48 to 62½ hours a week for from \$4 to \$12! You cannot sell much to coolies.

The matter of price cutting is one of our serious immediate problems. The dance of death is going on now in all lines of business to the tune of the price-cutting tomtoms. The fools and scalawags who start the dance do not realize that eventually they themselves will be bled dry. For willy-nilly, their competitors must join the dance too or else be put out of business.

There will be no end to this vicious circle unless we determine to put an end to it. We may blame the buyer for taking advantage of the situation, but the cure lies primarily in the hands of the seller. It will not avail us to beseech Uncle Sam to raise the level in our price bucket, so long as we keep punching holes in the bottom of it.

Buying habits have been drastically upset by the convulsions that have altered our economic *terra firma*.

Take, for example, the matter of market analysis. Prior to the big upset our sales statisticians were developing into keen-nosed

data hounds. We were becoming statistically minded in the sales sense.

We were getting the many pieces of the market jig-saw puzzle fitted together and it seemed to make a coherent picture. But the earthquakes that have occurred since 1929 have scrambled the picture and shaken many of the pieces out of the window.

Who can tell now, for example, what proportion of our total consumption can be bought next year or this year by wages, which financed more than half of our total consumption prior to 1929? Who can tell how capital expenditures are going to compare, during the next few years, with those of previous decades? How much the farmer is going to be able to buy in the future, in relation to what he has bought in the past? How much California or Vermont is going to represent in purchasing power in relation to Massachusetts or Texas and what changes these relations represent to those existing in the past?

Past statistics can tell us little or nothing today. I doubt if these past market studies will be of much value to us tomorrow. For we are passing through a great period of change in markets as well as in men, motives and morals. Perhaps it will mean a complete shifting and shuffling of the cards in the new deal, so far as merchandising is concerned.

Yet we must hold fast to the principle of market analysis, even though our past studies may now be worse than useless.

We Must Know What Has Happened

How can we plan intelligently without the basic essentials of a plan? As soon as the knowledge may be had, we must know what have been the alterations and shifts in consuming power. We must survey a new market map, not only for the United States but for world markets.

Sales telescopes which were trained upon the field of business before the earthquake centered primarily on the high peaks—the

big fellows. We remember the familiar slogan, "Ten per cent of the units in our field do 90 per cent of the total business." Once upon a time that was a good line for the advertising salesman.

It is not so good today, for several reasons. One is that the earthquakes have toppled some of the old familiar peaks and have raised some unfamiliar hills. Our smaller organizations, on the whole, have withstood the shocks better than most of the tremendously big ones. The new market map promises to have fewer of the great peaks and many more middle-sized mountains.

Probably that is as it should be. We need greater diversification of buying power, a more even spread of prosperity between industrial units, just as it is said that we need a more equitable distribution of wealth between individuals. We are much safer with 100 customers on our list than ten.

Big Heads Do Not Mean Big Ideas

Some of our industrial giants have grown top-heavy. Some have become hidebound. They have not responded quickly enough to changed conditions. In some industries these big brothers have not set the expected example of leadership in price policies, promotional work or personnel relations. Big ideas do not necessarily come from big heads.

The absurdly inadequate volumes of business of today and of the last year will not last forever. We are not going to wither up and perish from industrial stagnation.

The profit on sales today, in these days of well-established factory costs, is not determined in our factories. It is determined by our salesmen. The verdict is spoken when the price is quoted and the order signed.

I have said that, before any of us can progress up the hill of recovery that lies ahead, the economy brakes must be released. And that to release them we must learn to distinguish between the true economy that means selling and the false economy that means merely business stagnation.

For years which extend beyond the recollection of any of us here, your industry and its business or trade publications have worked shoulder to shoulder and hand to hand in the cultivation and education of users and prospective users of your products.

These publications are nominally owned by publishers, but they do not belong to them. They belong to the industries that they serve.

Those of us, and of you, who may have imagined in the past that the advertisements in business papers rode into buyers markets more or less as caudal appendages to editorial sections would be surprised to learn of present-day reader reactions. Subscribers do not complain that they are not getting enough editorial material. They *do* complain because they are not getting enough information from advertisers; from concerns which heretofore they looked to for specific information concerning methods, materials or means.

The business or trade paper reflects the industry that it represents and the state of mind of those who cater to it. What do you suppose the pitifully emaciated advertising sections of our leading publications reflect to readers today? What possible effect can there be from editorial exhortations to readers to practice true economy by buying intelligently when sellers tacitly confess the spirit of defeatism by their conspicuous absence from advertising sections?

The world of production is now fairly well explored and charted. But the world of distribution is still a comparative wilderness.

The time has come now, when we must explore and conquer this unknown continent of distribution. We must clear away the trees and underbrush and build straight roads through tangled jungles. Most of all, we must stop shooting at one another and develop united effort toward common objectives.

The sales job of tomorrow will require bigger and better men than the sales job of yesterday. Where will we get them? The depression has been making them.

Food Law Revision Favored by Review Committee If—

AT a meeting held last week in New York, the Advertising Review Committee considered the proposed amendments to the Federal Food and Drugs Act now under consideration by the United States Department of Agriculture.

It went on record as being in full sympathy, in principle, with the proposed legislation whereby a food or drug product would be declared misbranded if falsely advertised so as to deceive or mislead the purchaser, understanding:

That such amendment be drawn along simple and broad lines, permitting of a flexible interpretation;

That the present liability for infraction under the law which attaches to the vendor be retained without extending liability to a publisher or advertising agency involved (to avoid penalizing parties not finally responsible nor always in full possession of the facts);

That no form of Government approval of advertisements be required in advance of being published (to avoid an impractical and impossible burden upon the timely publication of advertising);

That violation of the amendment governing advertising should not incur the penalty of product seizure now imposed by the present act under Section 10, where the product itself and its label comply with the law;

That a constructive administration of the amendment be provided, which will discourage offenders without hampering or obstructing legitimate advertising and a reasonably persuasive advertising appeal to the public.

Gilbert with New York "Post"

Joseph G. Gilbert will become manager of the display classified advertising departments of the New York *Evening Post* on May 7. For the last seven years he has been in charge of transportation advertising on the New York *American* and for five years previous to that he served the *American* in other capacities.

They SCRAPPED THE TOWN PUMP 100 years ago

So many folks, when you mention "NEWARK," cast a quizzical glance in your direction and then proceed to wax smart-like. Well, like all other large important metropolitan (ahem) cities, Newark was once a cow pasture with a municipal pump at the cross-roads and chickens and ducks and things rural used to scuttle for their lives as the stage coaches raced down the main drag. But them days is gone forever, sir.

You wouldn't know the old burg today. Skyscraper office buildings, block-size department stores, fine smart shops, theatres, beautiful parks, broad well paved streets, library, museum, a marine port, and the busiest airport in the whole world—just a few of its attributes. Metropolitan apartment houses, fine well kept homes, wealthy suburban towns and all that. It's a city, Mister. A real city. Surprised, aren't you? Well, come on over and give it the O.O. And oh, yes, we almost forgot, the country's largest morning or evening week-day newspaper is published here. Any of you gentlemen like to buy a good town pump?

Newark Evening News

EUGENE W. FARRELL
Business & Advertising Mgr.,
215-221 Market Street,
Newark, New Jersey.
O'MARA & ORMSBEE,
General Representatives:
New York Chicago Detroit,
San Francisco, Los Angeles

**"I have never seen
a merchandising service
so well designed"**

**R. BODEMER
STANDARD BRANDS, INC.
WIDLAR PRODUCTS**

AND that is praise indeed for it comes to us voluntarily from a source rich in experience. The fact that we have helped another advertiser broaden out a bit and sell so much more of his goods is the essence of our idea of service.

That service plus the power of a vast circulation is a splendid base on which to build your Detroit campaign.

P. S. Our Sunday six-month circulation average (March 31, 1933) was 288,966. This is the largest circulation of any paper in Michigan.

THE DETROIT TIMES
DAILY AND SUNDAY

**REPRESENTED NATIONALLY BY
RODNEY E. BOONE ORGANIZATION**

New Products—New Slogans

UNITED STATES RUBBER COMPANY
NEW YORK

Editor of PRINTERS' INK:

We shall be glad to have you register the following slogan:

"Lastex—The Miracle Yarn"

This slogan refers to a yarn with an elastic core covered with wool, cotton, silk and other textiles.

WALTER EMERY,
Director of Advertising.

AS the advertising for new products makes its appearance—it is said that 1,800 were put on the market during the last two years—new slogans start on their way to fame or oblivion.

The Clearing House of Advertised Phrases maintained by PRINTERS' INK offers many splendid examples of phrases chosen in a moment of enthusiasm or for the purpose of satisfying the "Let's have a slogan" idea. More than 7,000 slogans have been registered and of these there are thousands which have outlived their usefulness. This figure shows that if a slogan for a new product is to be of any value it must be chosen by some means that will avoid the haphazard methods so often employed.

Following we list some newly registered slogans.—[Ed. PRINTERS' INK.

Beacraft Initials Initiate Better Business. Beacraft Products Company, New York.

Best Always Costs More. The. (Beverage). Celo Company of America, Inc., Tampa, Fla.

Checks Your Figure But Not Your Freedom. Marvelette, Inc., Worcester, Mass.

Come On, Breeze, Let's Blow. (Electric Fans). Wagner Electric Corp., St. Louis, Mo.

Dime That Covers the World. The News-Week, New York.

Every Seal Uniform—Nothing Left to Chance. The Norwalk Vault, Plainfield, N. J.

Eye Line of Smartness. The. (Hosiery). St. Johns Silk Co. Ltd., St. Johns, Quebec, Canada.

Familiar Name of National Fame. A. The Printing Machinery Co., Cincinnati, Ohio.

First Thing in the Morning. J. C. End (U. S.) Limited, New York.

Flavor You Can't Forget. The. (Bread). Baby Bear Products Corp., Buffalo, N. Y.

For Sheer Loveliness Wear Chatelaine Silk Hosiery. St. Johns Silk Co. Ltd., St. Johns, Quebec, Canada.

Foundation Blocks of Profitable Printing. The Printing Machinery Co., Cincinnati, Ohio.

The Gift Tie of a Nation. Chicago Printed String Co., Chicago.

Good for the Nerves. (Beverage). Celo Co. of America, Inc., Tampa, Fla.

Hand on Boston's Doorknob. The Merchants Distributor Service, Boston, Mass.

Kansas Product from Kansas Farms. A Butzer Packing Co., Salina, Kans.

Keep Your Hands Youthful. Ammonite Co., New York.

Keep Everything Beautiful Always. Raynorshyne Products, Inc., San Antonio, Texas.

Keep Your Car Beautiful Always. Raynorshyne Products, Inc., San Antonio, Texas.

Long, Tender, Golden Brown Strips. Butzer Packing Co., Salina, Kans.

Millions Remember Doelger, a Glass Will Tell You Whv. Peter Doelger Brewing Corp., Brooklyn, N. Y.

Mixes in Any Society. (Beverage). Celo Co. of America, Inc., Tampa, Fla.

Nation's Cheer Leader. The. (Soft Drinks). Ko-Lo Corporation, Cleveland, Ohio.

Our Savings Are Your Profits. American Mutual Liability Insurance Co., Boston, Mass.

Quality Loaf for Quality Folks. A. Baby Bear Products Corp., Buffalo, N. Y.

Rhythm Magic in Modern Mood. Daum-Sanderson Orchestra, Pittsburgh, Pa.

Seal That Endures Is the Seal That Insures. The. The Norwalk Vault, Plainfield, N. J.

Service Measured Not by Gold But by the Golden Rule. Order of the Golden Rule. Springfield, Ill.

Spreads Like Butter, Dries Overnight and Wears Like Leather. (Leather Cement). So-Lo Works, Cincinnati, Ohio.

They Reign in the Rain. (Umbrellas). Follmer, Clogg & Co., Lancaster, Pa.

Wealth of Value in Fortune Shoes. A. Richland Shoe Co., Nashville, Tenn.

We Lend You Their Ears. Don Lee Broadcasting System, Los Angeles, Calif.

World's Lowest Price Shoe Repair. So-Lo Works, Cincinnati, Ohio.

You Always Pay More for the Best. (Beverage). Celo Co. of America, Inc., Tampa, Fla.

Your Feet Are Worth Fortunes. Richland Shoe Co., Nashville, Tenn.

Vissscher Joins Morneau

Clarence B. Vissscher, for eight years with the Campbell-Ewald Company, Detroit, has joined the sales staff of Fred C. Morneau, Detroit, typographer.

Appoints Empire Service

M. Reischmann & Sons, New York, furniture, have appointed the Empire Advertising Service, of that city, to direct their advertising.



Give Your Home this *Finishing Touch* of Beauty

WHETHER your house is Brick or Stone, Stucco or Shingles, Cabot's Collopakes (new scientific colors for every paint use) will give it the finishing touch of beauty. Cabot's Old Virginia White gives all the coolness and texture of fresh whitewash yet it is waterproof and long lived; Cabot's Gloss Collopakes have a lasting high gloss that stands up outdoors under severe weather conditions and do not fade, even in the greens. Cabot's Interior Flat Collopakes are washable flat colors for interior use. All Collopakes, because of the patented way they are made, go further, go on smoother and last longer.

Send the Coupon below for more information

Cabot's Collopakes

For all Paint Uses

Made by the makers of Cabot's Creosote Shingle and Wood Stains

Samuel Cabot & Co.
Manufacturing Chemists

141 Milk Street
BOSTON, MASSACHUSETTS

Please send me full description of Cabot's Collopakes. I am interested in
☐ Outside painting ☐ Inside painting (check which)

Name _____

Address _____

G.P.O. 1-17

Name

Company Position

Address

Can You Pick the Winner?

ONE of these two advertisements outpulled the other two to one. Was this the winner? What do you think?

◀ The answer is in the May issue of PRINTERS' INK MONTHLY, one of a series entitled "Can You Pick the Winner?" Better return this handy coupon so you won't miss this popular feature.

A-----
PRINTERS' INK MONTHLY
185 Madison Avenue
New York, N. Y.

My choice is advertisement "A"—but start my subscription with the May issue so I can check the results. Send invoice for \$2 for one year. (Foreign and Canadian extra.)

PRINTERS' INK MONTHLY
185 Madison Avenue
New York, N. Y.

My vote is for advertisement "A"—but start my subscription with the May issue so I can check the results. Send invoice for \$2 for one year. (Foreign and Canadian extra.)

Name
Company
Address

Can You be the Winner?

two add O you believe advertise-
lled the ent "B" pulled twice as
Was this any coupons as "A"? All
t do you ight, here's a special coupon
ar you. Win or lose, you
in the ill be ahead with the ►
ERS' IN next twelve numbers of the
a serie Monthly for only \$2. Each
Pick the issue is strikingly illustrat-
turn the d; there are ideas in the
ou won't text and ideas in the illus-
eature. trations.

MONTHLY
nue
ue
Y.
sement
bscrip-
ue so I
Send
e year.
extra.)

My vote to advertisement "B"
but I'd like to see how it reg-
istered. Enter my subscrip-
tion with the May issue and
send \$2 invoice for a year.
(Foreign and Canadian extra.)

B

PRINTERS' INK MONTHLY
185 Madison Avenue
New York, N. Y.



Residence of Dr. Morgan
O. Carpenter, Elm St.,
Boston. Architect, Elmer
Gibson. Interior finished
with two coats of Cabot's
BOULEVARD WHITE Collo-
pakes.

Use "Collopakes" When You Paint This Spring

JUST as lacquers marked
a new era in finishing automobiles, so Cabot's
Collopakes (for every paint use) mark a new era
in the finishing of homes and other buildings.

Collopakes differ from paints because the particles
of pigment are much smaller than is possible with
grinding. The finely divided pigment is dissolved
(suspended) in the oil, resulting in more than an
ordinary mixture, requiring very little stirring be-
fore use. Most important of all, the Collopping
process gives these modern colors automatic free-
dom from brushmarks and non-fading qualities that
impress everyone who uses them. The gloss colors
stay glossy out of doors. The greater covering power
makes Collopakes go further and cost less.

Send in the coupon below!

Cabot's Collopakes

Made by the Makers of Cabot's Concrete Etching and Wood Stains.
Resident for nearly 40 years

Paul Behr

MANUFACTURING CHEMISTS
141 Milk Street
BOSTON, MASSACHUSETTS

Please send me your Collopakes Color Card and full information on Cabot's
Collopakes.

Name _____
Address _____ P.S. 1-11

Name
Company Position
Address

Chrysler Advertises Again

THE moratorium on advertising, which it is understood the Chrysler organization put into effect as a consequence of the banking holiday declared by the Governor of Michigan, was partially lifted last week when advertising for the Plymouth division got under way.

Reports that Chrysler would introduce a new car as his answer to introduction of Chevrolet's Standard model which established a new low price for Chevrolet, were confirmed with his announcement of a De Luxe Plymouth Six. This will sell in competition with the Chevrolet Master Six, and the Ford De Luxe V8.

The first step in the renewal of Plymouth advertising was an hour broadcast over fifty-six stations of "Pace Setters of 1933." The topic of industry was used to dramatize the achievements of Chrysler in the automobile business, with major emphasis on the history of the Plymouth line.

The first return to advertising in print since withdrawal a few months ago, was in the form of large space newspaper advertising of the broadcast. This will be followed by the largest newspaper campaign in the history of Plymouth motors. More than 900 newspapers are listed in the schedule of the new campaign, which starts today.

Copy strikes an unusual note in treatment, featuring as it does two

Gerth Has Own Business

Edwin P. Gerth, for the last several years with the San Francisco office of Albert Frank & Company, has opened his own advertising business under the name of Edwin P. Gerth & Company, with offices in the Russ Building, San Francisco.

new cars. Under a general Plymouth heading, the balance of the introductory advertisement is equally divided, with vertical halves being

TWO NEW PLYMOUTHs

AMAZING NEW LOW PRICES!... LONGER... MORE BEAUTIFUL!



A STANDARD SIX WITH 100-INCH FIELD OF VIEW

[illegible]

A DE LAIXE SEX WITH 112-ANDRE HANDELDAKE

[illegible]

devoted to illustration and text,
for the De Luxe and Standard
lines.

It is understood that subsequent advertising will follow this strategy of keeping both balls in the air at the same time.

No information is forthcoming concerning advertising plans for Dodge, DeSoto and Chrysler, but resumption of activity in behalf of Plymouth, it is believed, justifies the conclusion that these lines will soon have their advertising moratorium lifted also.

Appoints Needham, Louis &
Brorby

The Hummel & Downing Company, Milwaukee, cartons and boxes, has appointed the Milwaukee office of Needham, Louis & Brorby, Inc., to handle its advertising account.

New Deal Financial Advertising

Boston Edison Offers New Issue with Copy That Tells All the Facts

IF the new security bill, sponsored by the Roosevelt administration, which is now awaiting enactment in Congress is passed, there should be an increase in financial advertising linage. The bill requires that complete information be given the public about new issues.

The underwriters of the \$26,000,000 note issue of the Edison Electric Illuminating Co. of Boston, which was placed on sale recently, have furnished an example of what may be expected if the bill is passed. This new issue was advertised in the newspapers but the advertisement was quite different from those which had been used in the past.

The chief difference was in the matter of detail. It has been customary in the past, the last two years particularly, to give only the main features of the offering in the advertisement and incorporate all the details in a circular prepared and issued by the syndicate group. This advertisement carries all the information contained in the circular complete in every detail.

A previous issue for this same company in July, 1932, told only these brief facts: "\$25,000,000. The Edison Electric Illuminating Co. of Boston. Two-year 5 per

cent Coupon Gold Notes. Dated July 16, 1932. Due July 16, 1934. Price 99.62 and accrued interest, yielding 5.20 per cent. These notes are offered for sale when, as and if issued by the Company and accepted by the undersigned." Then followed the signatures of the underwriters.

The latest issue advertisement, however, occupies about twice as much space and gives such facts as capitalization, history of company, location of properties, purpose of issue, earnings from 1928 to 1932, restrictive provisions, equity, and management. In addition, there is reproduced the complete condensed balance sheet of the company and a comparative statement of operations for 1930, 1931, 1932 and the twelve months ended February 28, 1933.

Insofar as detailed information is concerned, this issue advertisement meets what may be the new requirements completely. It is possible that in the future investment bankers may be required to make public the margin of their profit on the sale of a new issue of securities. This advertisement does not give such information and it is doubtful whether this will ever be done unless it is required by law.

Heads Tool Firm

Neil C. Hurley has been elected president of the Independent Pneumatic Tool Company, Chicago, of which he was previously chairman of the executive committee. Leonard S. Florsheim succeeds him in the latter capacity. Ralph S. Cooper, who retired as president, has been made vice-president in charge of the Eastern territory, with headquarters at New York.

On Brewery Directorate

Charles W. Wrigley, president of Charles W. Wrigley & Company, Chicago outdoor advertising agency, has been elected a director of the Manhattan Brewing Company, Chicago.

Vice-Presidency for Clark

W. L. Clark, sales manager of the J. I. Case Company, Racine, Wis., has been elected vice-president.

Manages Fitch Agency

John B. Dunn, formerly manager of The Hathaway Advertising Company, New Bedford, Mass., and The J. E. McMahon Company, Pawtucket, R. I., has been transferred to the Fitch Advertising Company, Albany, N. Y., as manager. George F. Kelleher, assistant to John J. O'Carroll, general manager of this group of agencies, has succeeded Mr. Dunn.

Has Hosiery Account

The Textile Patents Corporation, Philadelphia, "Kant-Run" hosiery, has placed its advertising account with The Clements Company, of that city.

Butler Paper Appointment

A. W. Henderson has been appointed to take charge of sales promotion for the Butler Paper Company, Detroit.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor
Andrew M. Howe
H. W. Marks
Arthur H. Little
Eldridge Peterson
S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, APRIL 27, 1933

Now for a Real Profit

Fred Griffith,
president of the
Pennsylvania
Drug Company,

says that it seems almost impossible to force a decent profit upon the retailers of the nation.

His remark is called forth by the reported intention of various food and drug chains to sell 3.2 beer (that's the alcoholic content mentioned on the label, at least) as a loss leader. In other words, they will practice the old will-o'-the-wisp idea of sacrificing all or most of their profit on this fast-moving item to inveigle people into their stores in the hope of selling something else upon which they can realize an average or perhaps even a fancy net profit.

Some of the drug chains, taking a sensible view of this loss leader abuse for once, have threatened to refuse to handle beer if the brew-

ers permit the food chains thus to sell it as a come-on proposition. They are willing to leave to the food purveyors all the glory, satisfaction and fun that may be extracted from handling the 3.2 beverage minus profit.

PRINTERS' INK hopes that they will stand pat. For Mr. Griffith is of course correct in his discussion of the strange reluctance of retailers to accept a profit.

Beer, though, is only one of a multitude of items to which this misplaced energy is applied. It is mentioned here merely to dramatize a growingly dangerous tendency and to emphasize the real opportunity that is now offered, under the Administration's policy of controlled inflation, for manufacturers and wholesale and retail distributors to get themselves right once and for all on this vital matter.

For more than three years now, under forced deflation, all have been scrambling madly for a part of what little outlet there was. This has just about resulted in straight-out suicide so far as profits were concerned.

Selling prices had to sink as a matter of course. But merchandisers lost their heads and went much farther than necessary.

Today, however, they can get back on the straight and narrow path if they will. President Roosevelt's currency inflation policy may or may not be bootstrap economics. It is an accepted fact, though, that commodity prices are bounding upward. Anybody who reads even the front pages of the newspapers knows all about this. The outcome is that the consumer is now actually *expecting* to pay higher prices for the finished goods. Manufacturers and others should see to it that he is not disappointed.

Now is the time of all times for everybody who sells merchandise of any kind to do his part in get-

ting prices back onto a profitable basis—to gain a fair margin of profit over production and selling costs.

By this we do not mean that they should charge all that the traffic will bear. But they must certainly should throw away their inferiority complexes and not be afraid to charge what the traffic should bear.

Advertising Censorship Deferred

President Roosevelt, we learn from *Drug Trade News*, managed to squeeze out time a few days ago for an hour's conference with Secretary Wallace, Dr. Rexford Tugwell and Walter G. Campbell, chief of the Food and Drug Administration, on the proposition of revising the Food and Drug Act so as to eliminate some alleged advertising abuses.

The President was rather busy that day, as usual. He had Ramsay MacDonald and M. Herriot coming on for some important conferences looking toward world recovery. He had to attend to a few details about expanding the currency to the extent of three billion dollars or so. There were a few other things to look after also, including his preparations to assume a money dictatorship to head off a few wild-eyed statesmen in Congress who were going they knew not where.

But this advertising matter simply had to be considered. Otherwise how could the Food and Drug Administration do its full share in the universal shake-up incident to the New Deal?

Mr. Roosevelt, politician and diplomat *par excellence*, gave his three helpers their audience, therefore, and heard their story. Furthermore, he told them he was "much interested" and wouldn't they drop around again some day whenever they had some other ideas to propose?

The result has been an announcement from the Agricultural Department that probably food and drug advertising will not be regulated during the present session of Congress.

The country will doubtless be able to stand up under the strain of the unavoidable delay.

Ralph Starr Butler and his advertising review committee, however, will see in all this some red danger signals. Whatever is wrong in food and drug advertising had better be adjusted from within. Governmental censorship or control would be an unlovely thing, to say the least.

Currency and Business

"What has it all got to do with me?" ask the Ohio maker of vacuum cleaners and the Massachusetts shoe man as they read of depreciated currency, America's temporary departure from the gold standard, plans for conferences with forty-three nations and other fast-moving events in international political economy.

One broad angle is this:

No nation could indefinitely continue to be a target of attack by maintaining its own currency at par when fifty competing foreign currencies were sliding lower.

Take the Japanese yen. Japan increased its exports by almost 25 per cent in 1932.

The United States keeps out Japanese immigrants so that American labor will not have to compete with Japanese labor.

But Japan, perhaps inspired by Great Britain's expertness in manipulating exchange, discovered a fine way to force its goods over our tariff walls, because the yen has had a fall in price nearly twice as great as the fall in the gold value of the pound sterling.

When a country is able to cheapen its own money deliberately, its exports are increased, its imports checked.

There is a tariff of 30 per cent against Japanese canned salmon. When the yen is at a discount of 60 per cent, Japan can land canned salmon at San Francisco, duty paid, at a price to give the California retailer a bigger profit than he gets for the local product, which he can still undersell. The same thing is true in scores of items.

The reason is this: Before the yen was depreciated its gold value was 60 per cent higher. When its value fell, its buying power was 60 per cent less in the United States. Therefore, a United States dollar bought 60 per cent more in Japan.

American merchants and importers therefore are tempted and urged to buy more in Japan because their dollar is increased in purchasing power there, and vice versa.

Thus Uncle Sam was an easy mark for a planned economic drive, before the dramatic decision on gold exports announced last Wednesday.

No Christmas tree bulbs were sold on the West Coast by General Electric or other American manufacturers last year because of exchange inequalities. Up to now makers of shoes, rubber boots, steel bars, cement, did not want to make any plans until they knew what the next move in yen might be.

The present situation gives the American manufacturer protection against nations which manipulate exchange as an economic weapon.

Three days after the decision, financial writers pointed out that there had been a 50 per cent reduction in the price disparity that had prevailed for two years between the American price level and that of countries with depreciated currencies.

The bi-lateral conversations now going on in Washington will cover the whole situation regarding monetary policy.

The object is to stabilize world currency, raise the domestic level of commodity prices by a controlled monetary policy.

These conferences, it is hoped will mark the definite turn away from world deflation to a managed, deliberate and mild reflation.

A.N.A. Sets New Style

The Association of National Advertisers is going to have just an executive conference this spring and not a convention.

Paul B. West, managing director of that aggressive organization, informs PRINTERS' INK that the members will simply be invited to be in New York bright and early on the morning of May 15.

Without any formality of registration and no pinning on of badges (how any dignified business man can wear a badge has always been a mystery to us, by the way) they will then immediately go into executive session and discuss certain questions and policies which are vital to members of the association and to advertising in general.

The discussion will continue through the day and as far into the night as may be necessary, whereupon the meeting will adjourn *sine die*.

If the members want to stay on in the big city and entertain themselves a bit, President Stuart Peabody and Mr. West are willing to leave that to their consciences and expense accounts.

But there will be no official entertainment, no banquet, and not even any speeches.

The A.N.A. officials regard this as being wholly in keeping with the times and believe more will be accomplished than at any previous convention. It looks so good to us that we recommend it as suitable for all times, good or bad.

Perhaps the A.N.A. has set a new style in proceedings having to do with advertising. If so, this isn't the first time either.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SERVICE
OF EXCEPTIONAL
THOROUGHNESS TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS:

Liggett & Myers Tobacco Co.

Western Electric Company

Loose-Wiles Biscuit Co.

Graybar Electric Company

Assn. of Amer. Soap and Glycerine Producers

Group IV, N. Y. State Savings Banks Assn.

Bell Telephone Securities Co.

Bank of the Manhattan Company

Bigelow-Sanford Carpet Co., Inc.

American Tel. & Tel. Co. (Trade Mark Service)

Equitable Life Assurance Society

Copper & Brass Research Assn.

Trans-Atlantic Passenger Conference

White Rock Mineral Springs Co.

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

UP until comparatively recently vendors of private-label merchandise have been backward in their use of the principles of good package design. Today, however, some of the leading chains, those in the grocery field particularly, have created containers that are superior to those of many of the nationally advertised products that

Retailer customers of the C. M. McClung Company, hardware wholesalers of Knoxville, Tenn., recently received invoices in a blue envelope. Diagonally across the upper left-hand corner of this envelope was the following message:

"Sh-h-h—Advertisement for outside of this envelope has escaped to inside of this envelope and has



are sold through chains and voluntary chains.

One of the most interesting recent private-brand packages is that recently announced by the Independent Grocers Alliance, more familiarly known as the I. G. A.

This large voluntary chain is now selling prepared mustard in old-stye, heavy, glass beer steins. Here is an unusual employment of the dual-use container and one that should appeal to the family that is going in, in a serious way, for 3.2.

While the dual-use idea is often overdone, one excellent adaptation of it is for a container which helps the consumer build a set. The average buyer of mustard will not be content with one stein, if he is a real lover of malt brew, but will want to have at least enough steins to satisfy his own family and those of the friends who drop in for an evening of conviviality.

turned itself into a jig-saw puzzle—so you cannot read it!"

Upon opening the envelope they found not only the invoice but a little transparent paper bag in which was a twenty-one-piece jig-saw puzzle just difficult enough to intrigue the recipient's curiosity and not so difficult that it would cause him to waste any time.

On putting the puzzle together, he found the advice from the company to order now at rock-bottom prices certain leading items of hardware and building supplies.

John S. Van Gilder, vice-president of the company, informs the Class that the company changes the advertisements on its invoice envelopes about every two weeks.

* * *

Warner Bros. Pictures, Inc., have incorporated in George Arliss' latest picture, "The Working Man," a straight-from-the-shoulder

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talk on how to overcome loss of business through advertising and increased sales forces.

In this picture, just released, Mr. Arliss while addressing the sales force of a large shoe factory, says: "You can't run a business lying down on the job. When a business is run down, that's when you've got to spend money and you've got to advertise. You've got to use better material than you've ever used before and you've got to have a hundred salesmen where you used to have fifty. If Mr. Hartland takes my advice, he'll double your expense allowance."

In making this picture, a leaf has been taken from their own book of experience, according to Warner Brothers, who ascribe increased business during the last year to their greatly increased advertising expenditures. Earlier in the year, Major Albert Warner, vice-president of the company, announced that larger advertising campaigns would be launched in connection with all Warner pictures. This is being done, according to the company, and the results justify continuance of broadened advertising on all their pictures.

Something new for the pedagogically minded members of the Class to consider is an experiment now under way at the University of Denver. Students taking the advertising course are having their copy actually used.

Each week a different student writes the copy, under the direction of C. B. Roth, professor of advertising, and with the consultation of T. Grossman, advertising manager of the May Company, whose department-store copy so prepared appears in "The Clarion," student newspaper.

As further study is made of the information gathered by the last Census, it becomes increasingly apparent how essential it is for any manufacturer to go behind mere population figures. It is particularly important to do so with marketing programs that go into communities of populations under 50,000.

The Schoolmaster has just been

More advertisers address business men through NATION'S BUSINESS than through any other magazine!

An unusual offer

Is there an organization which has to do a certain amount of advertising but cannot afford an advertising manager?

Here is an opportunity to obtain the services of an advertising and merchandising manager **AT NO COST**. I am a sales representative of the foremost organization of color printers in the country. My greatest sales result from sound ideas given to my customers. It will be my pleasure to act as your advertising manager, in conjunction with our sales promotional department, **AT NO SALARY**, my compensation to be the orders for the printing or lithographing of any sales promotional literature needed by your organization.

"T," Box 143, Printers' Ink

If you do or you don't

need a right-hand expert on details I will show you in 8 minutes how I can release you for major problems. I am fully equipped to handle loose ends of sales and advertising correspondence galore. Highest references. Long experience. Tact, truthfulness and tenacity. "R," Box 142, P. I.

I have 2 IDEAS

- 1—For a House Organ.
- 2—For a Sales Manual.

These Ideas Are Not for Sale!

They will be given with exclusive rights to the company which retains me to do the editing and writing. Dummies ready.

E. B. WEISS

(For seventeen years a member of the editorial staff of *Printers' Ink*. Now available on a free-lance basis.)

MERCHANDISING
SALES PROMOTION

128 West 31st St., N. Y. C.
PEnnsylvania 6-2361

studying the book, "Nine Hundred and Fifty-four Cities," issued by E. Katz Special Advertising Agency. It is a summary of the United States Census for all cities of 10,000 and more. An interesting feature of this book is a map of the United States printed on the end-papers showing the distribution of the cities listed in the report.

To wise marketing men it is not necessary any longer to point out the necessity of knowing such figures as income-tax returns, families with radio sets, homes receiving electric service, retail and wholesale sales, native white families and families owning their own homes. However, there are still plenty of sales executives who work from the map rather than from figures, and to them a study of the 1930 Census, broken down into these various classifications, should be revealing.

* * *

Irene Anderson, of the Meredith Publishing Company, sends the Schoolmaster a package insert used on an excellent product. Her comments follow:

"In this highly competitive age, it is somewhat amazing—and likewise amusing—that antiquated methods should be employed by some manufacturers to advertise and merchandise their products. A case in point is a most useful product which comes to me surrounded by the inserts which I am attaching for your edification. These were procured on the seventh day of March, A. D. 1933.

"The various illustrations therein—copyrighted 1908—are rem-

4-Color Ben Day Process
Printing on Newsprint;
Your Plates or Ours
Shopping News—Cleveland, O.

TORONTO
MONTREAL
WINNIPEG
LONDON, E.C.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER
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TORIA

iniscnt of the 'way back when' movies. In common with many other people in our publishing organization of over 500 employees, I use the product quite regularly in my work. I never fail to get a good laugh from the circular enclosed, not only because of the illustrations but the copy as well. For instance, references to 'drippings from your mustache, black streaks on the walls from kerosene lamps, etc.'

"In these times when we expect, demand, the latest modes in everything from food to entertainment, it is surprising how a manufacturer can remain so out of step. It would seem that people would have greater respect for this good company if there were evidence that its methods of advertising were in keeping with the times."

New Addresses

Trade Press Publishing Corporation, 330 South Wells St., Chicago.

Trunks and Leather Goods, editorial offices moved from Chicago to 250 Fifth Avenue, New York.

Kates-Boylston Publication, Inc., 330 West 42nd St., New York.

Walter A. Lowen, after May 1, 11 West 42nd St., New York.

Albert E. Fiegel, outdoor advertising, after May 15, RKO Building, New York.

National Bottlers' Gazette, editorial offices, 80 Broad St., New York.

Henderson Publications, Inc., RKO Building, New York.

WANTED Trade Paper Salesman

We want an energetic, experienced, intelligent, self-starter who knows merchandising, especially department stores, to work in New York. Modest drawing account, but practically unlimited earning potentialities. Our field is big enough, our publication important enough, to make this job attractive to a big-time man. Please write fully. Our staff knows of this advertisement. "U," Box 144, Printers' Ink.

BEER MATS

(Advertising Coasters for Breweries)

(Exclusive Representative of "KURPRINZ")

The
LEDERER IMPORTING CO.
106 West 32nd Street, New York
Pennsylvania 6-0433

Classified Advertisements

BUSINESS OPPORTUNITIES

ADVERTISING AGENCY

located in Philadelphia, Pa., desires an account solicitor, on liberal commission basis. Leads furnished. Box 855, P. I.

Business Partner. New trade newspaper desires active associate to invest \$8,000 for development; splendid opportunity; large, specialized field; excellent possibilities. Box 854, Printers' Ink.

HELP WANTED

Advertising Manager—One who understands toilet goods preferred. Must have well rounded out experience and be able to personally write copy as well as create promotional and merchandising plans. State salary and experience in first letter. Box 856, Printers' Ink.

EXPERIENCED LITHOGRAPHER

WANTED—Man with at least 10 years' experience as production manager of modern medium-sized lithographic plant. One who has come up from the ranks and is familiar with all production details, including modern photographic methods of reproduction. Must be able to prepare complete specifications for papers, inks and all necessary materials, repair parts or additional equipment when required. Must be able to train men; maintain a high degree of efficiency and capable of inspiring his subordinates to greater efforts. Plant located in South American City with California weather the year around. Address your application in writing, giving complete outline of experience and stating salary wanted, to Consul General of Colombia, 21 West Street, New York City.

POSITIONS WANTED

Artist. Expert. General illustration, lettering, design. Layout and finish. Direct mail, labels, window displays, advertisements. Production. Lithography. Moderate Salary. Box 858, Printers' Ink.

Working advertising Sales Manager who knows the business thoroughly wants to change. Seven years with business papers and six with general magazine and newspaper. Address Box 859, P. I.

Executive Secretary, French, English, Stylist, Reporter offers full-part time services, nominal fee. Lately returned from Paris. Want stenographic job with future. Box 853, Printers' Ink.

PLAIN COMMON SENSE

Advertising man, young, aggressive, college trained, 6 years' experience successful advertising, newspaper, department store, agency, desires connection reputable, growing concern; can sell space, write copy, make layouts, handle direct mail, thorough knowledge merchandising printing. Box 857, Printers' Ink.

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THE HOUSE THAT » » » SERVICE BUILT

OVERWORKED as it may be, the word "Service" seems to be the only one that our customers persistently use in giving the reason for constantly turning to Charles Francis Press for printing. Our files are filled with letters expressing the genuine satisfaction of customers with the "excellent service" received.

TRULY, it can be said that this is the house that service built. And we pride ourselves on giving this service, whether the order is large or small.

NO matter what your printing requirements may be, you can have Charles Francis Press service without any additional cost. Why not try it on your next printing order?

Call MEdallion 3-3500 First

CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

39%
GAIN

IN RETAIL GROCERY ADVERTISING

21%
GAIN

IN GENERAL GROCERY ADVERTISING

for the first three months of
this year as compared to the
same period of last year.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St.
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.
San Francisco, 820 Kohl Bldg.

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